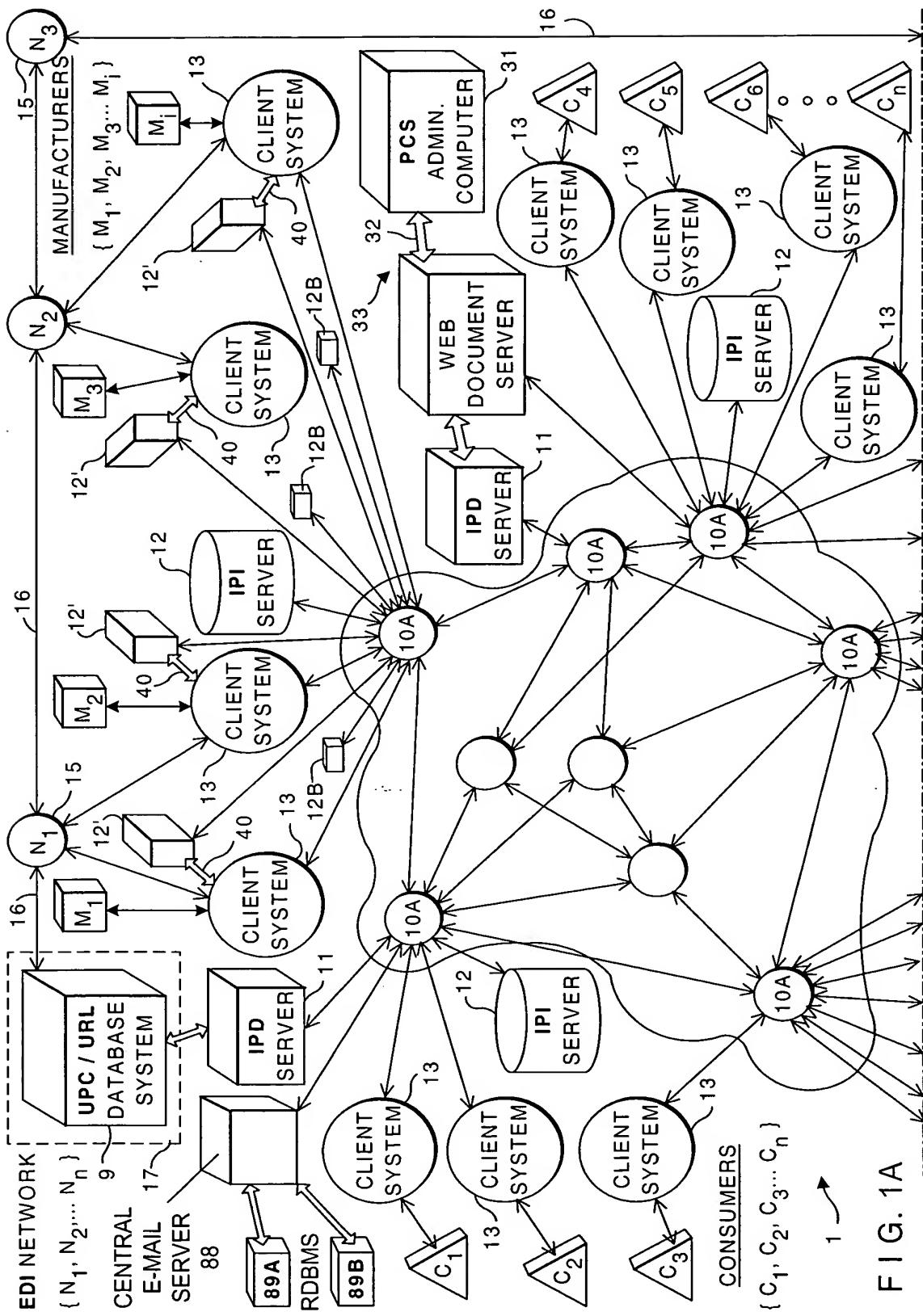


First Illustrative Embodiment

FIG. 1



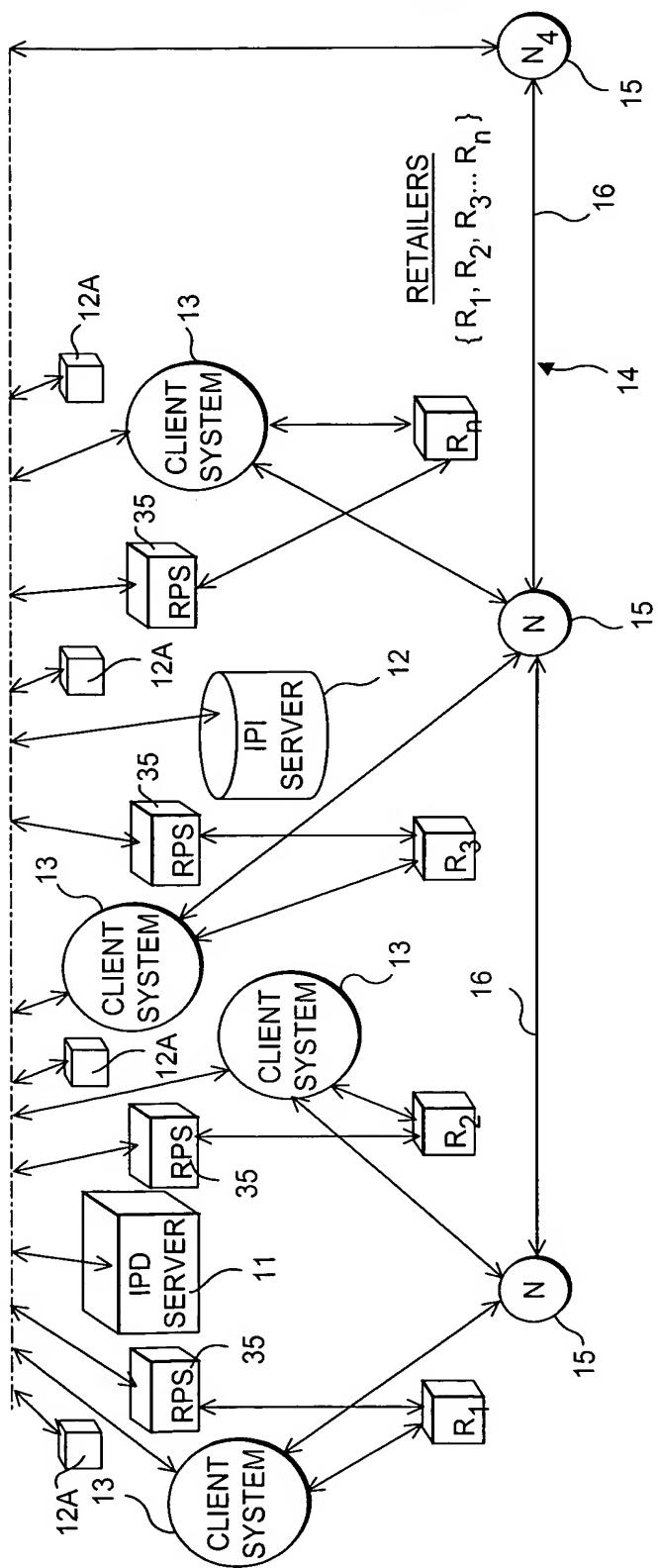
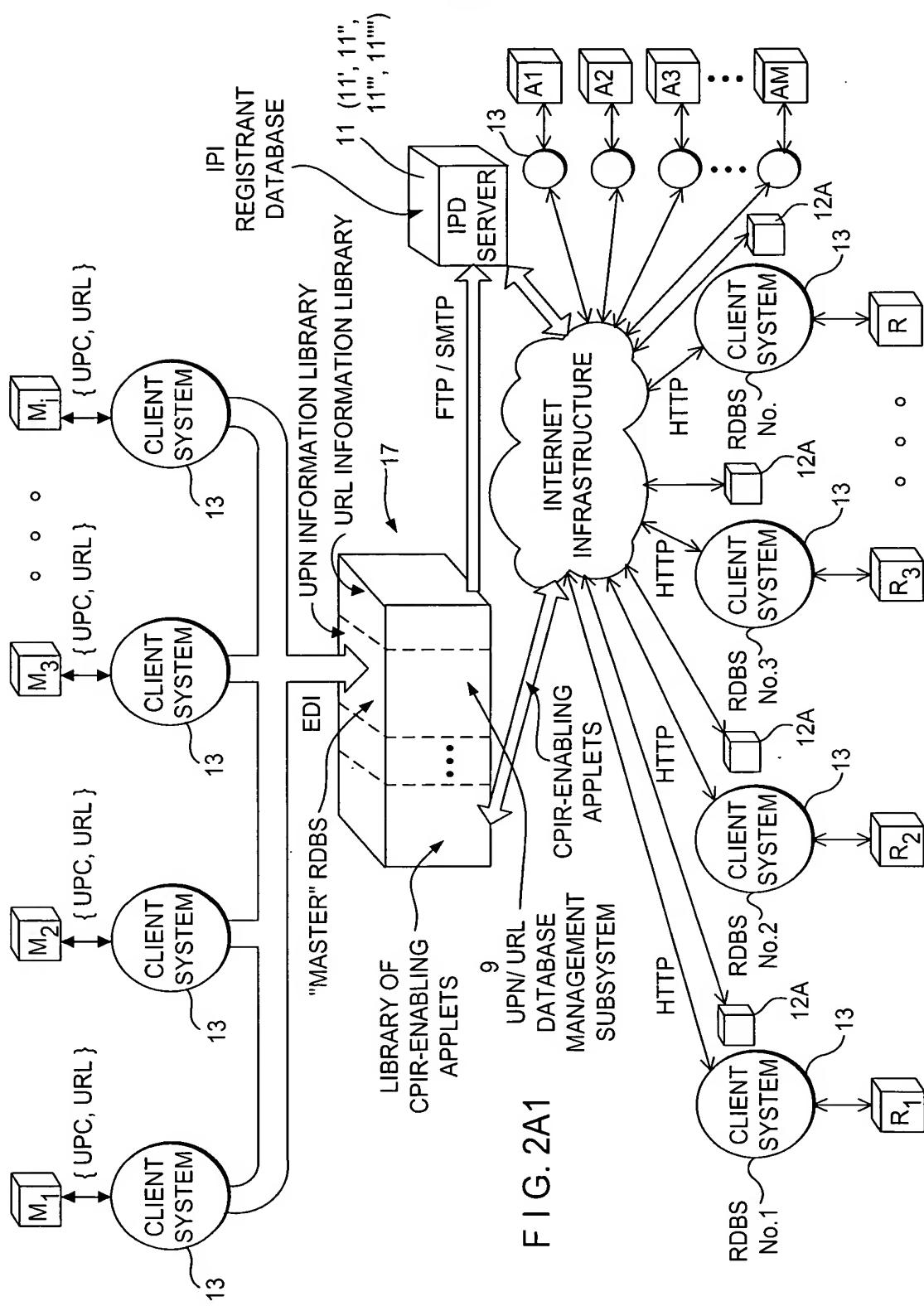


FIG. 1B



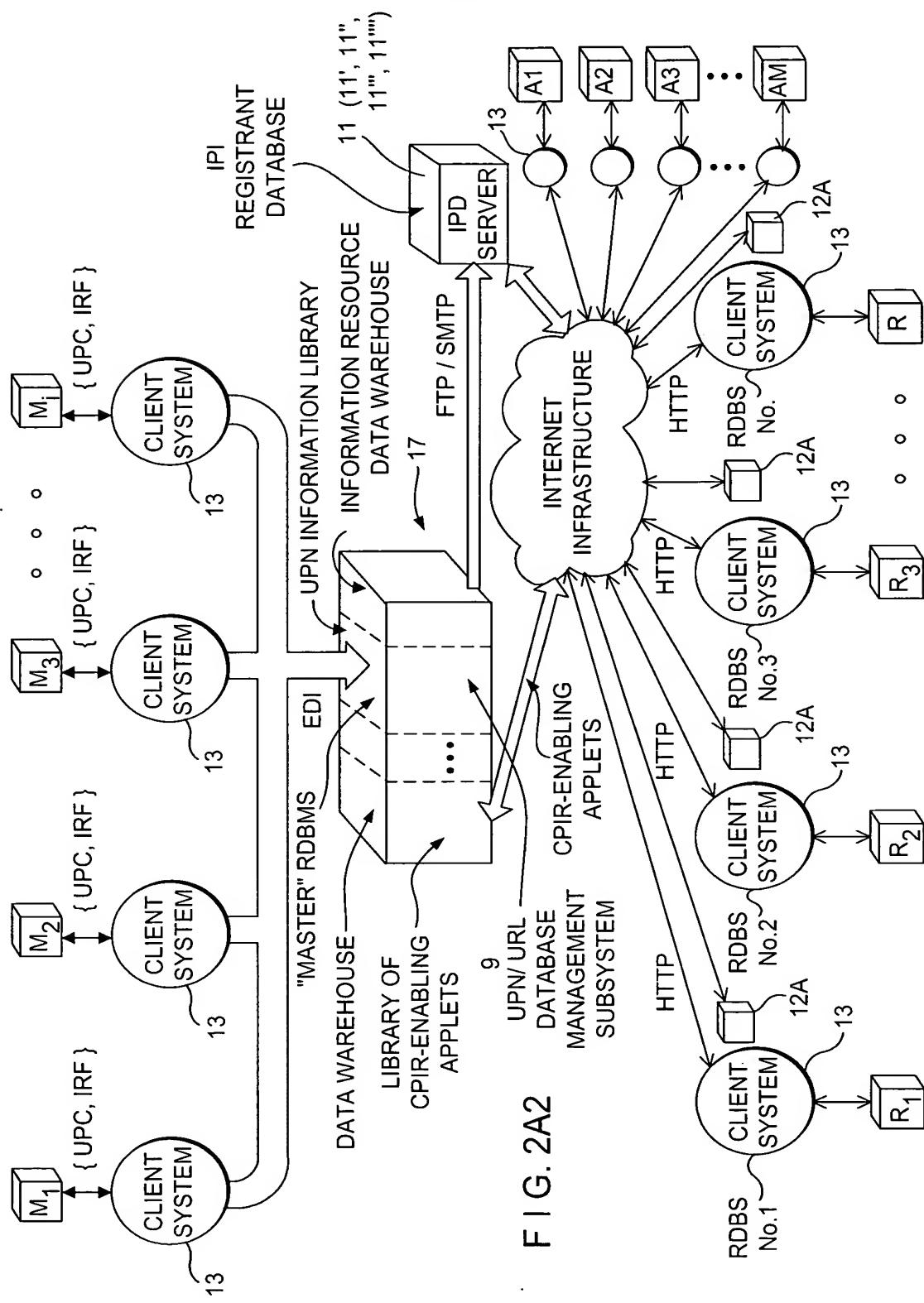


FIG. 2A2

MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM RDBMS SERVER USING SERVER-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS

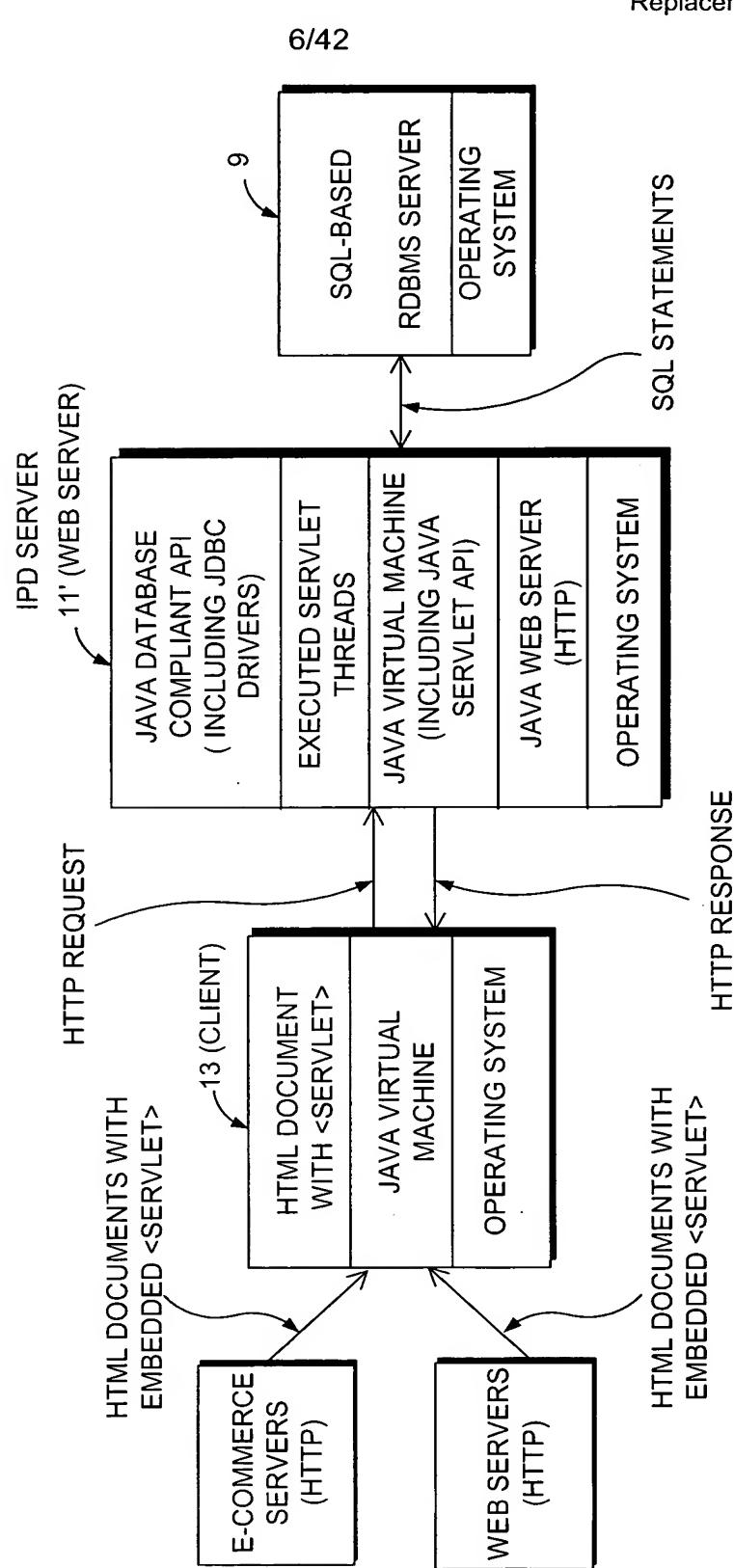


FIG. 2B1

MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM RDBMS SERVER USING CLIENT-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS AND CGIs

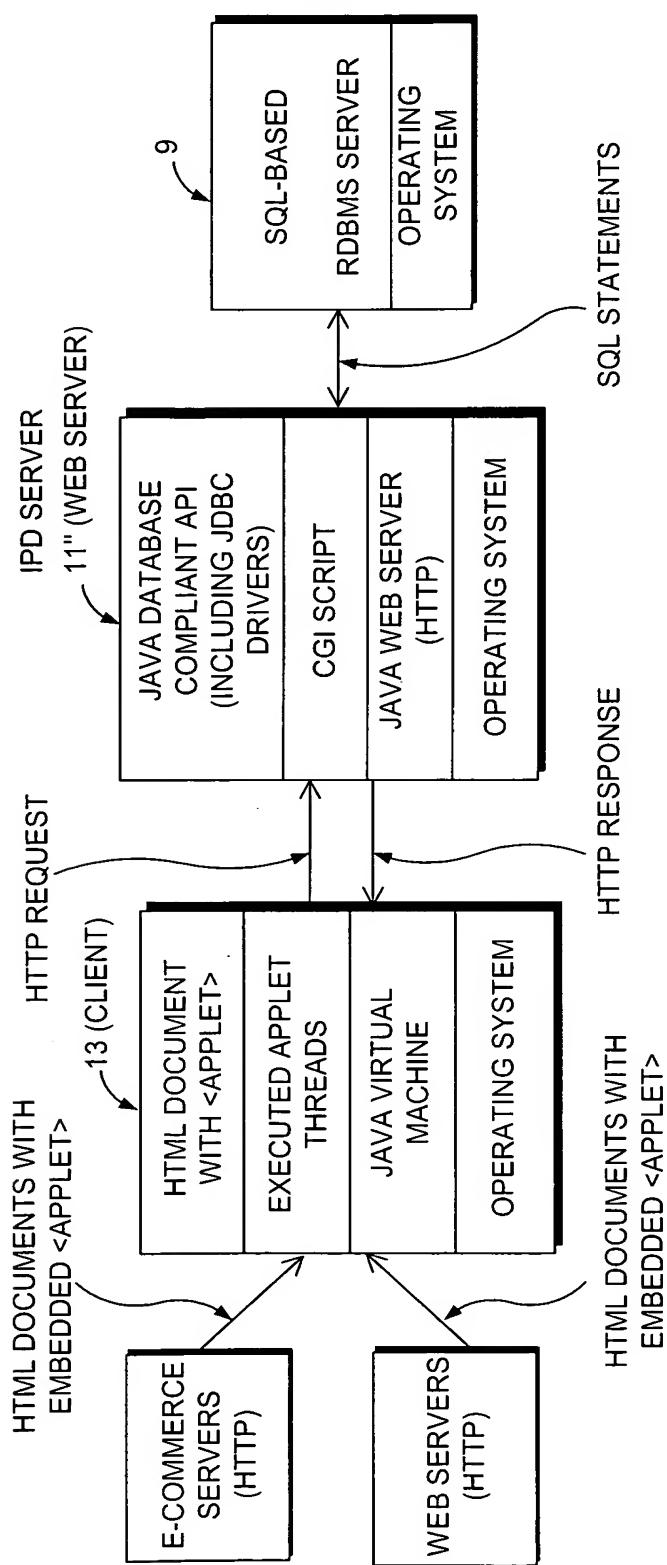


FIG. 2B2

## MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM RDBMS SERVER USING CLIENT-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS AND SOCKET CONNECTIONS

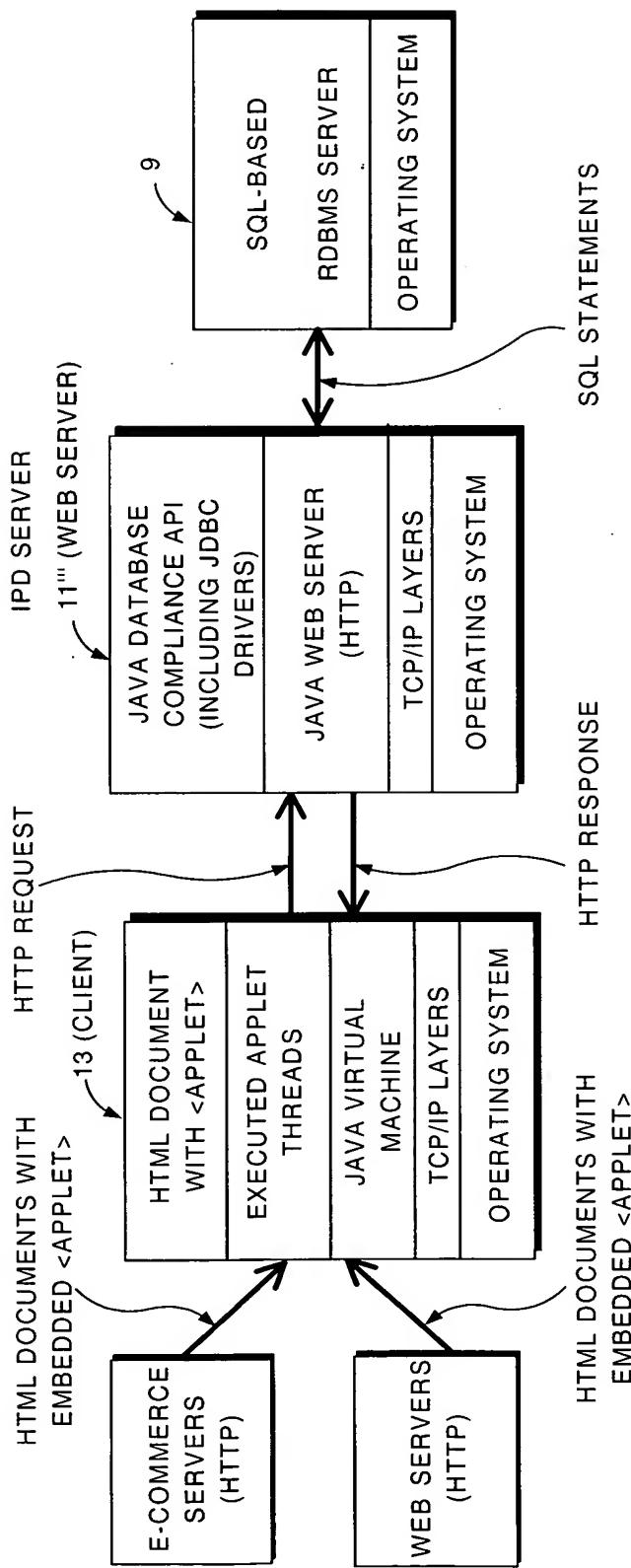


FIG. 2B3

MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM  
RDBMS SERVER USING CLIENT-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS  
AND REMOTE METHOD OF INVOCATION (RMI) ON JAVA WEB SERVER

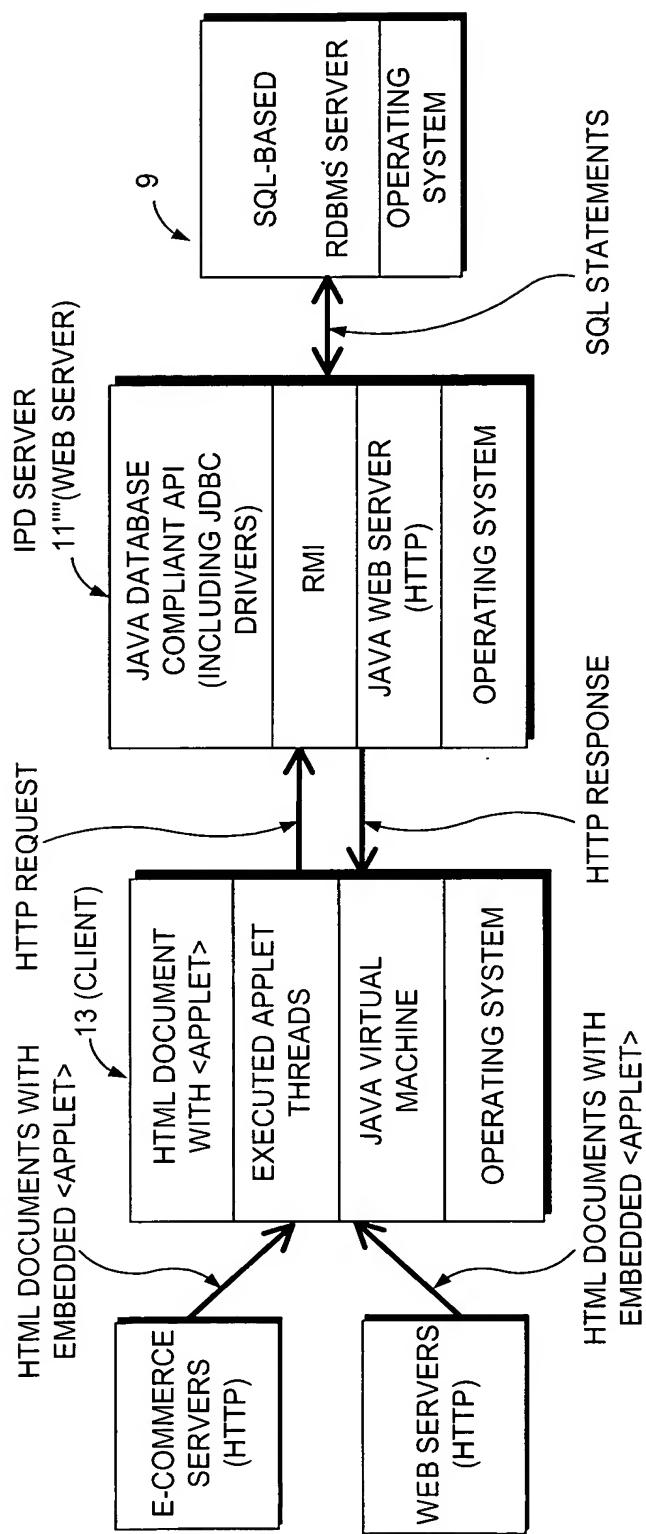
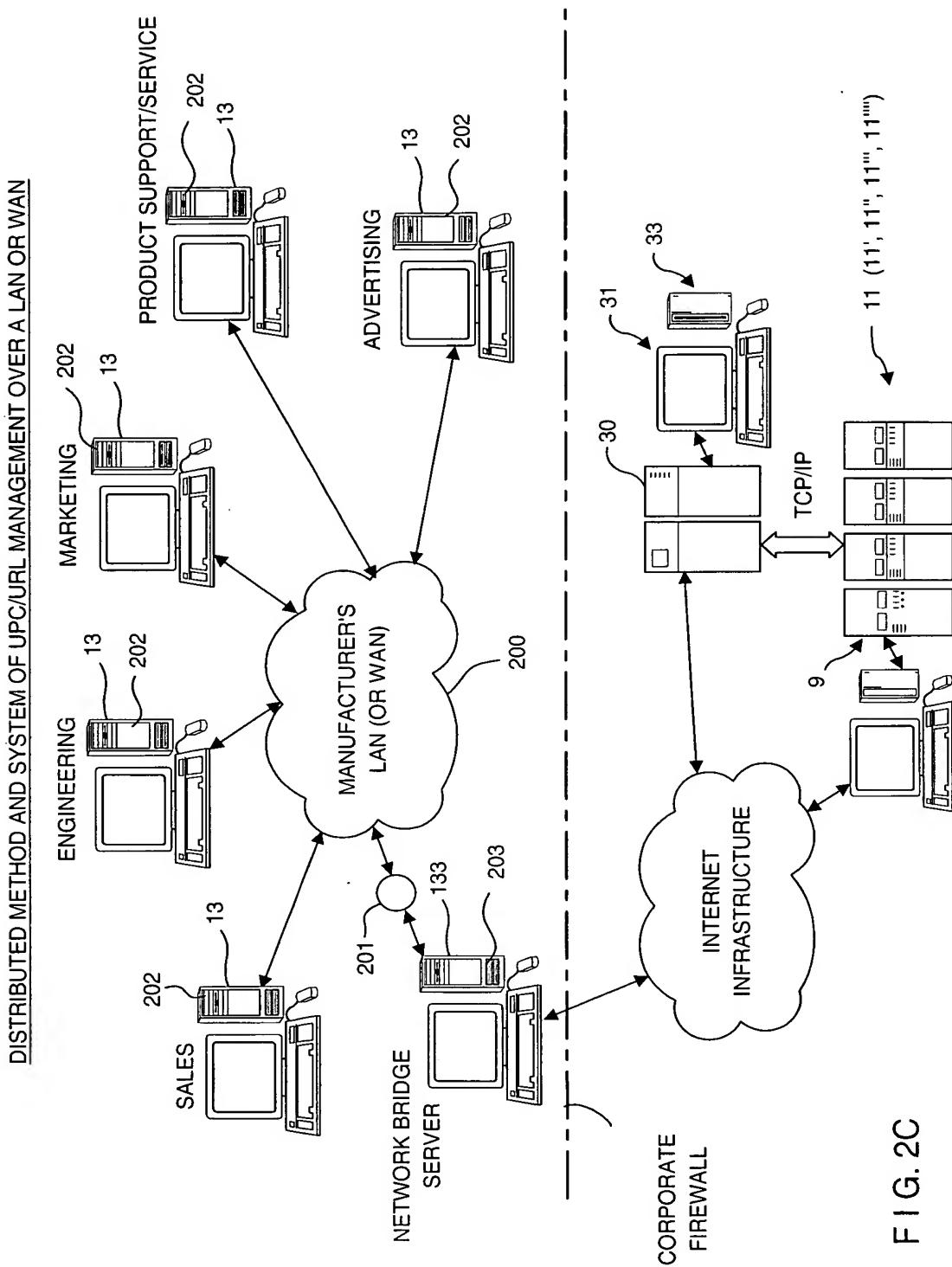


FIG. 2B4



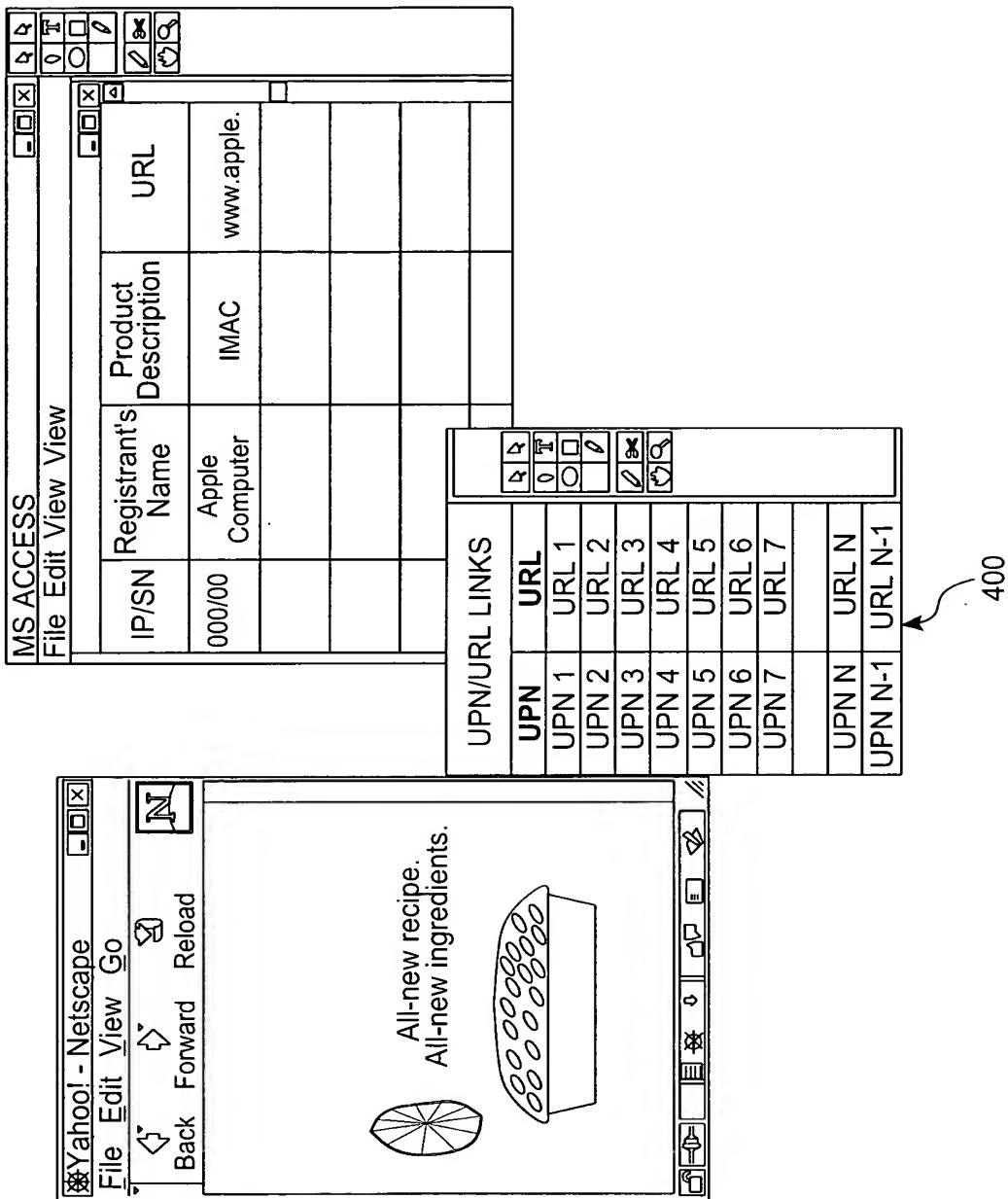


FIG. 2C1

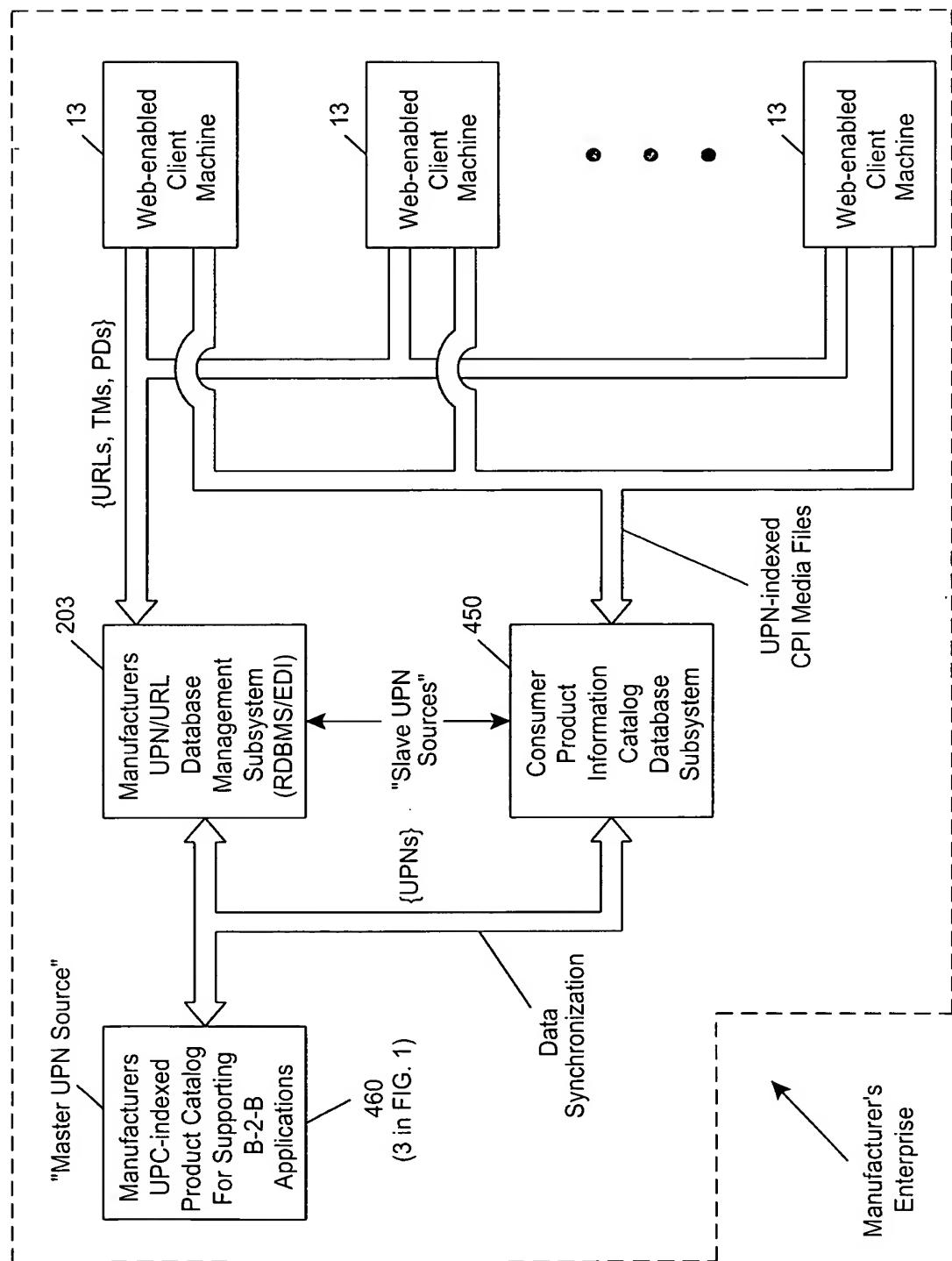


FIG. 2C2

The screenshot shows a software interface for 'Brandlinx™ CPI LCMT Software'. The main window displays a table with two columns: 'Category' and 'URL'. The 'Category' column contains entries like 'Pre Purchase', 'Post Purchase', and 'PD'. The 'URL' column contains URLs such as 'URL 1,1', 'URL 2,1', 'URL 3,1', 'URL 4,1', 'URL 5,1', 'URL 6,1', 'URL 7,1', and 'URL 8,1'. The table is organized into three rows. The interface includes a header bar with the software name and a toolbar with various icons. Navigation arrows are visible on the right side of the table.

UPN	URL CAT 1	URL 1,1	URL 1,2	URL
TM 1	URL CAT 2	URL 2,1	URL 2,2	URL
TM 2	URL CAT 3	URL 3,1	URL 3,2	URL
	URL CAT 4	URL 4,1	URL 4,2	URL
	URL CAT 5	URL 5,1	URL 5,2	URL
	URL CAT 6	URL 6,1	URL 6,2	URL
	URL CAT 7	URL 7,1	URL 7,2	URL
	URL CAT 8	URL 8,1	URL 8,2	URL

FIG. 2C3

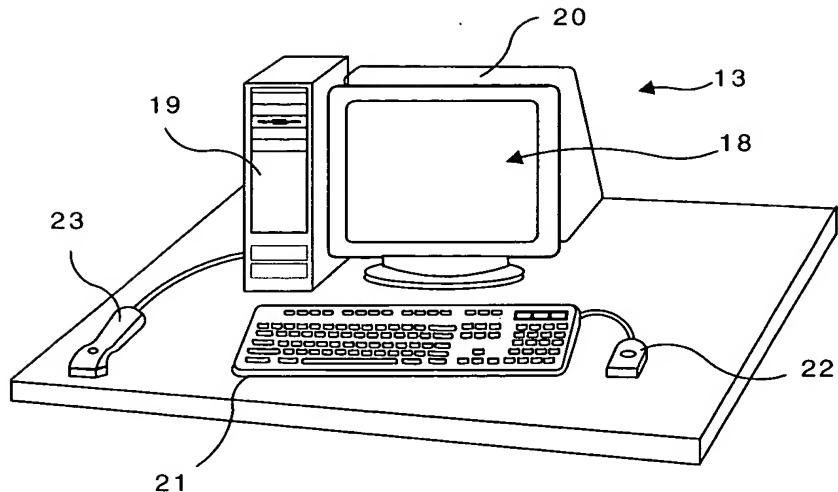


FIG. 3A1

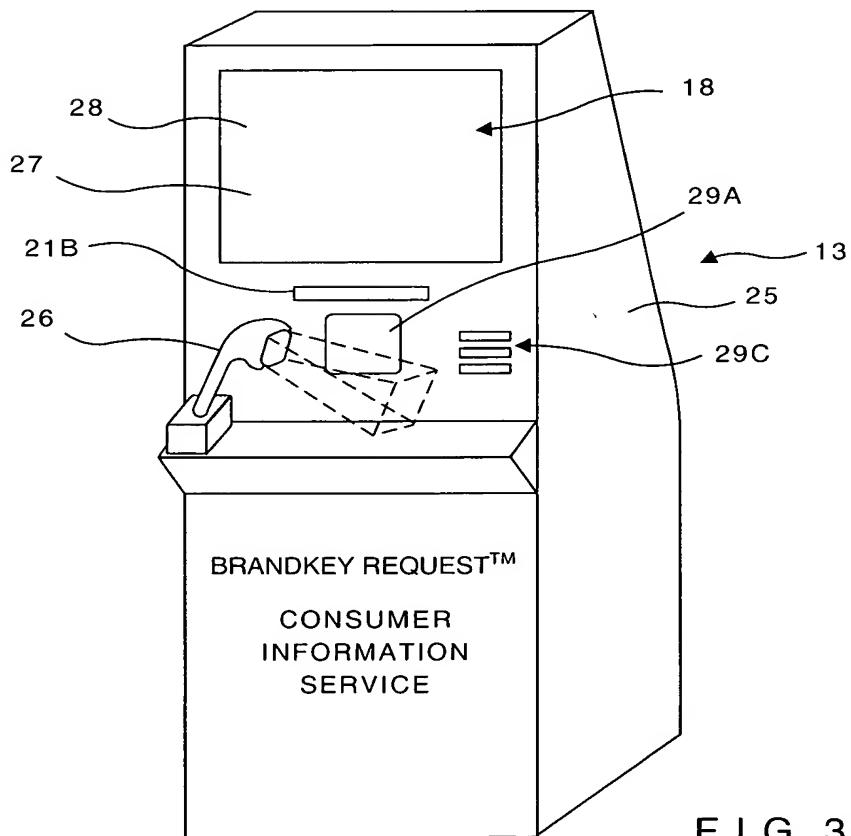


FIG. 3A2

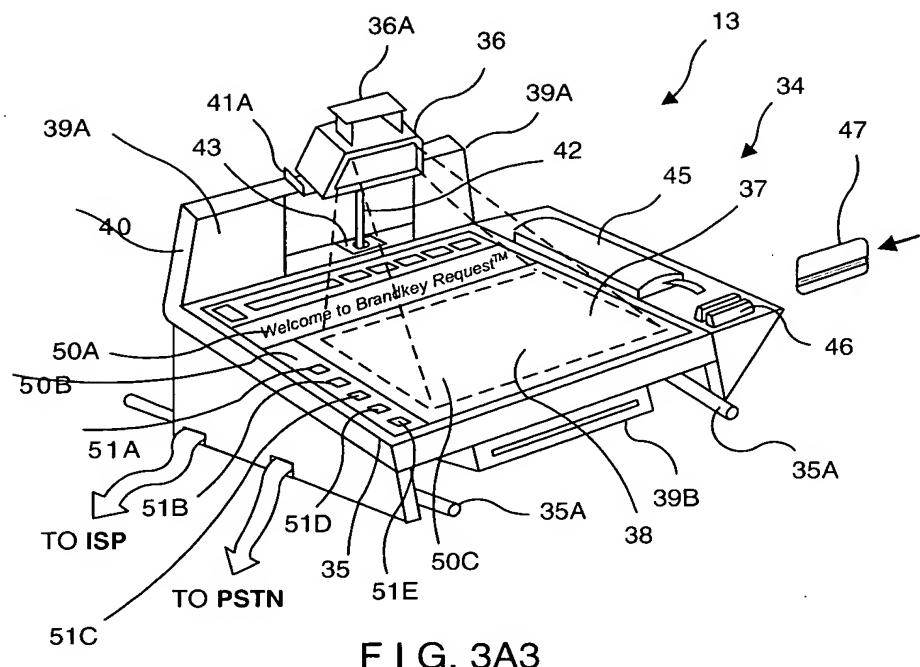


FIG. 3A3

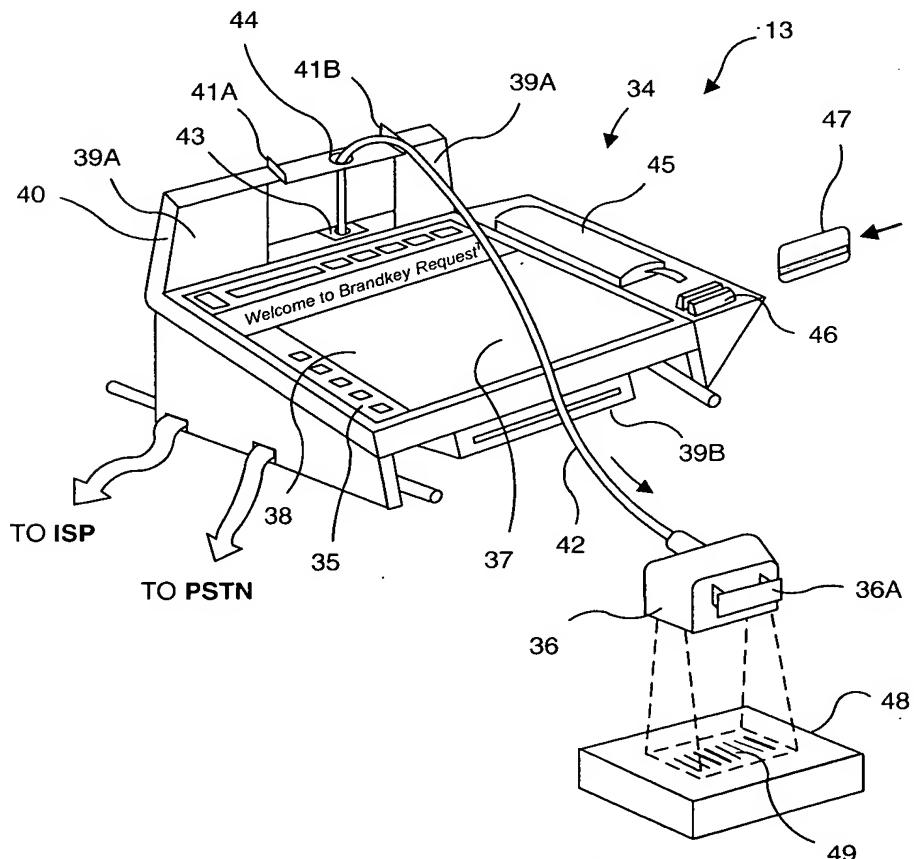


FIG. 3A4

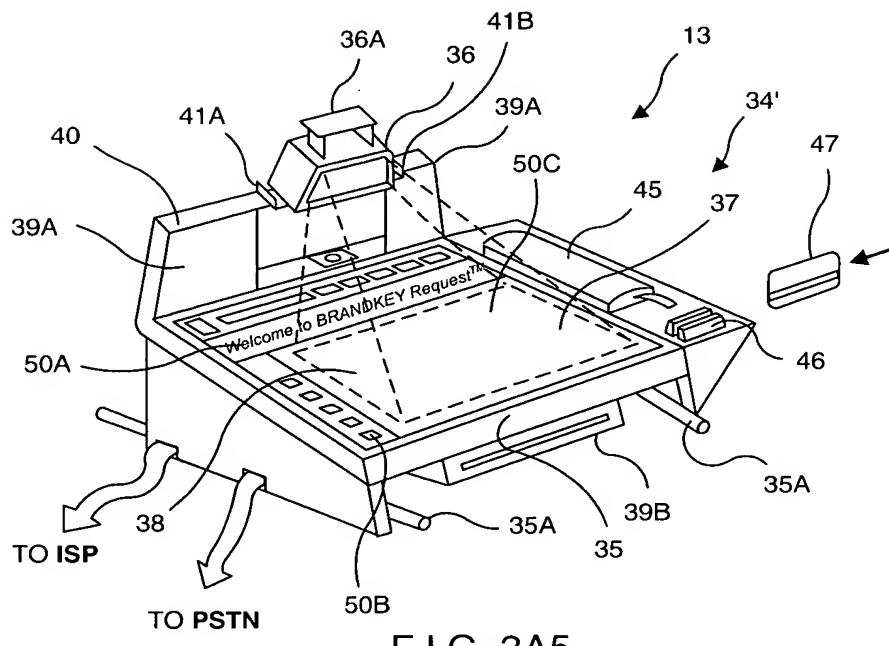


FIG. 3A5

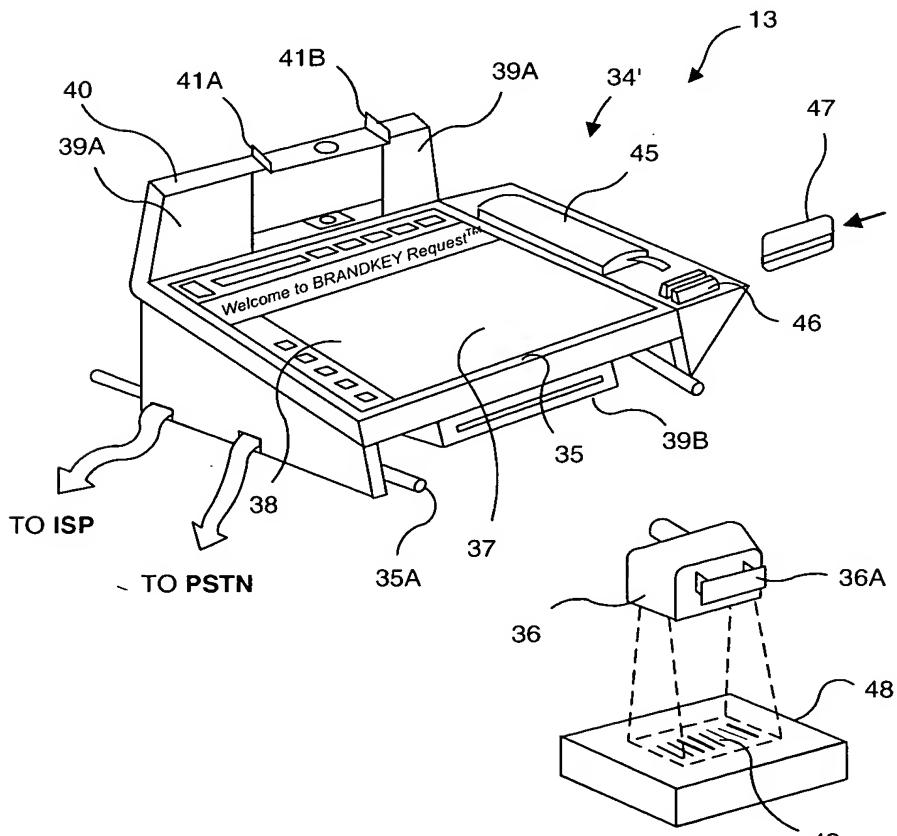


FIG. 3A6

IP / SN	REGISTRANT'S NAME AND ADDRESS	PRODUCT DESCRIPTION	UNIFORM RESOURCE LOCATOR (URL)	TRADE/ SERVICE MARKS	e-mail ADDRESS	CPIR APPLETS	STATUS
7/18908/17674/0	APPLE COMPUTER, INC. CUPERTINO, CA.	POWER MAC 7600/120 COMPUTER	http://www.power.com/pc	POWER MAC			
0/373/100/6	PROCTOR & GAMBLE	TOOTH PASTE	http://www.tooth.com/pc	CREST			
3/12547/68404/0	WARNER WELCOME	ACID REDUCER	http://www.zantac.com/pc	ZANTAC 75			
0/00005/17643/4	KODAK, INC.	FILM PROCESSING	http://www.kodak.com/pc	KODAK			
0/27242/51057/9	SONY, INC.	PERSONAL COMPUTER	http://www.sony.com/pc	SONY	• • •	• • •	• • •

CONSUMER PRODUCT INFO. REQUEST,  
CPIR-ENABLING APPLET LIBRARY

FIG. 4A1

FIG. 4A2

IP / SN	REGISTRANT'S NAME AND ADDRESS	PRODUCT DESCRIPTION	TRADE/SERVICE MARKS	E-MAIL ADDRESS	STATUS
7/05089/37460/7	NETSCAPE COMMUNICATIONS CORP.	INTERNET NAVIGATOR	NETSCAPE, NAVIGATOR		
0/30000/01020/4	QUAKER, INC.	OATMEAL	QUAKER		
0/496/390/1	COLA COLA, INC.	COCA SODA	COCA - COLA, COKE		
0/7599/24245/2	WARNER BROS.	PAT METHANY AUDIO CD	GEFFEN		
					...
					...

FIG. 4B

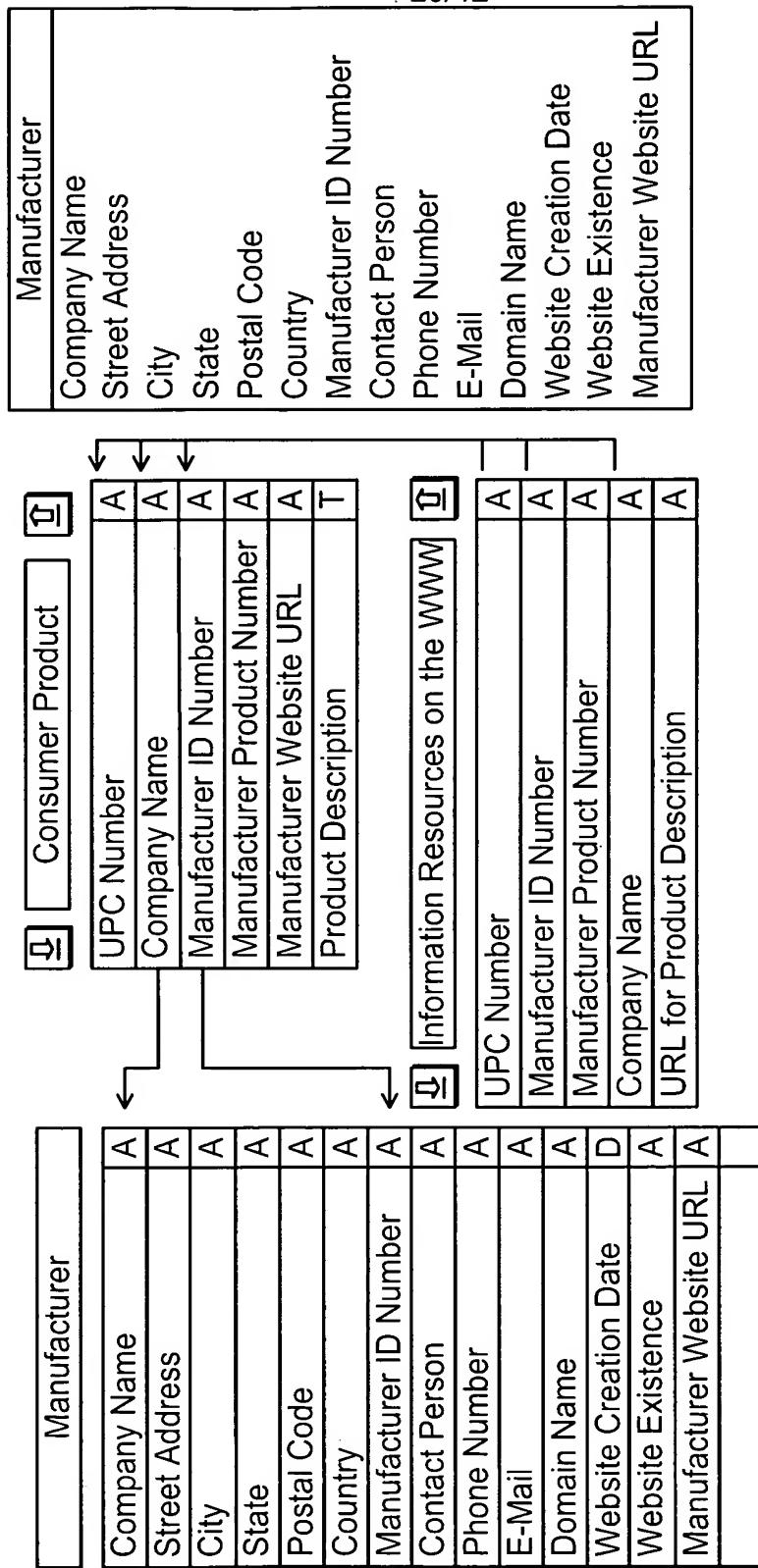


FIG. 4C1

FIG. 4C

Info. Resources on WWW	
UPC Number	Manufacturer ID Number
Manufacturer Product Number	Company Name
Company Name	URL For Product Description
URL For Product Manual	URL For Warranty Service
URL For WWW Advertisement	URL For WWW Advertisement
URL For WWW Advertisement	URL For WWW Advertisement
URL For Product Wholesaler	URL For Product Wholesaler
URL For Product Wholesaler	URL For Product Wholesaler
URL For Product Wholesaler	URL For Product Retailer No.1
URL For Product Retailer No.2	URL For Product Retailer No.2
URL For Direct Product Purchase	URL For Complementary Product
URL For Complementary Product	URL For Complementary Product
URL For Complementary Product	URL For Company Annual Report
URL For Company Stock Purchase	

FIG. 4C3

Consumer Product	
UPC Number	Company Name
Company Name	Manufacturer ID Number
Manufacturer ID Number	Manufacturer Product Number
Manufacturer Product Number	Manufacturer Website URL
Manufacturer Website URL	Product Description
Product Description	Primary Trademark
Primary Trademark	Secondary Trademark
Secondary Trademark	Package Type
Package Type	UPC Symbol Type
UPC Symbol Type	Website Marking on Package
Website Marking on Package	800 Consumer Phone Number

FIG. 4C2

RETAILER
Company Name
Street Address
City
State
Postal Code
Country
Manufacturer ID Number
Contact Person
Phone Number
E-Mail
Domain Name
Website Creation Date
Website Existence
Manufacturer Website URL
Manufacturer No. 1
Manufacturer No. 2
Manufacturer No. 3
Manufacturer No. 4
Manufacturer No. 5
Manufacturer No. 6
Manufacturer No. 7
Manufacturer No. 8
Manufacturer No. 9
Manufacturer No. 10
⋮
Manufacturer No. N

FIG. 4D

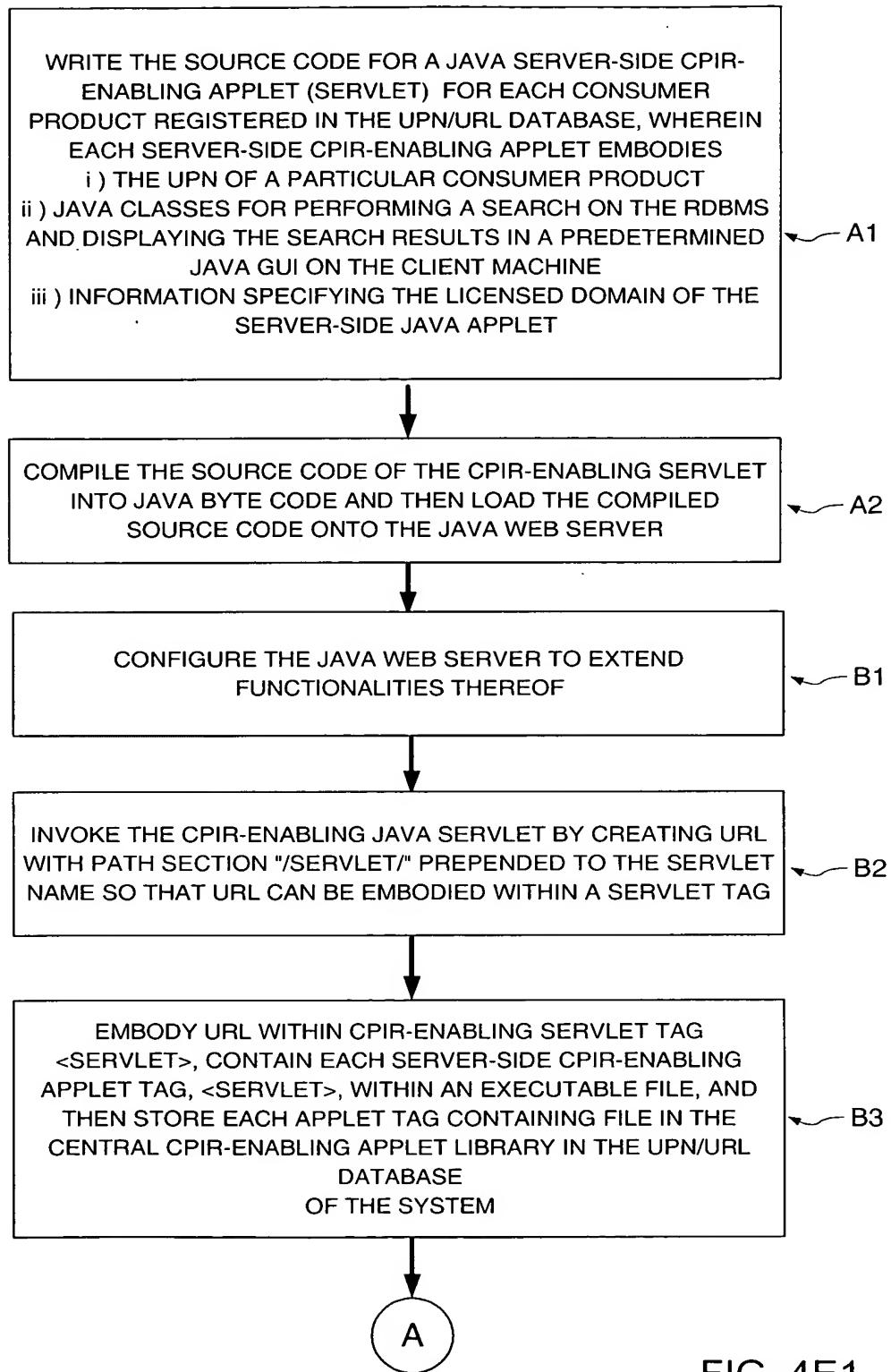


FIG. 4E1

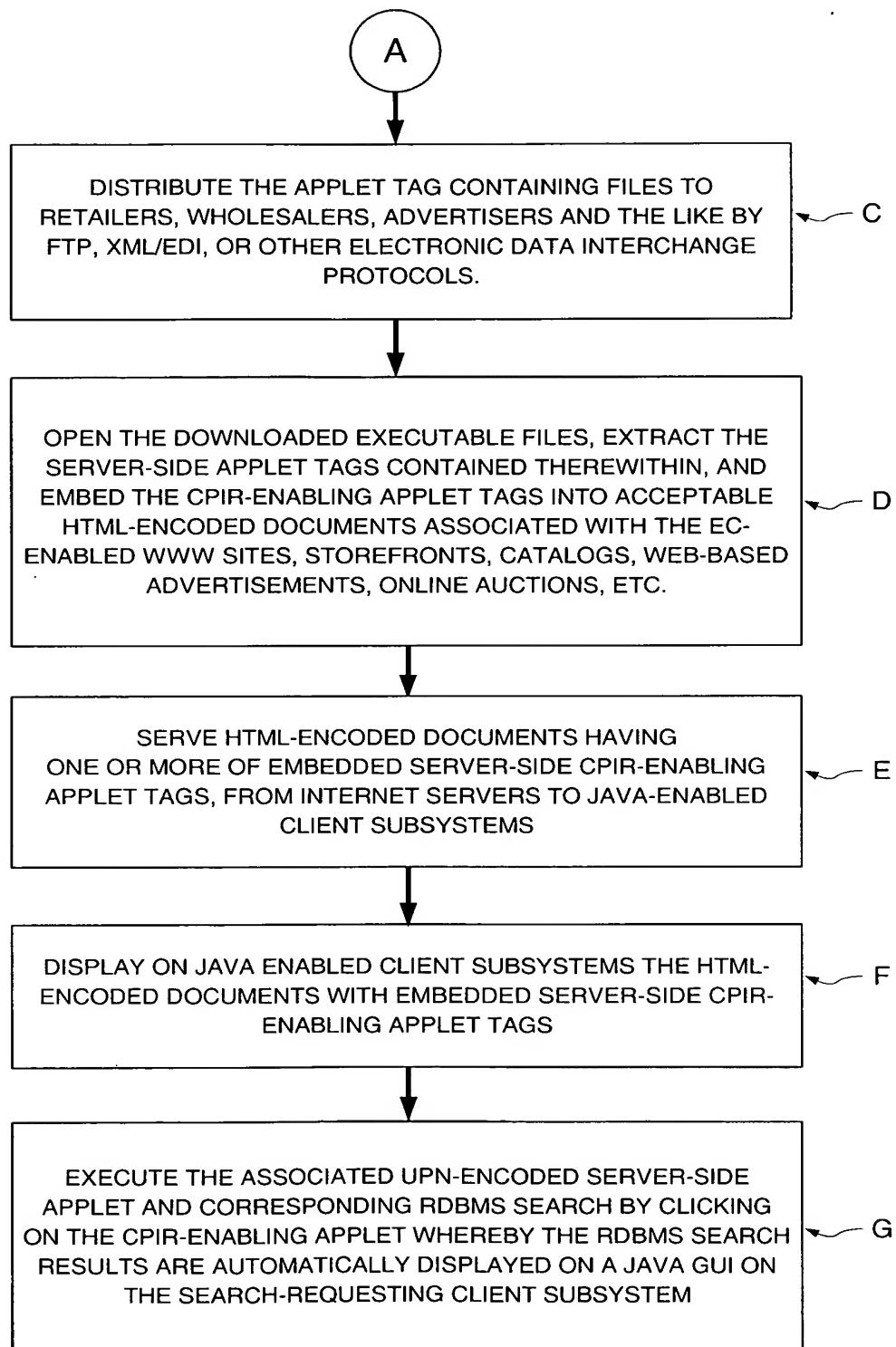
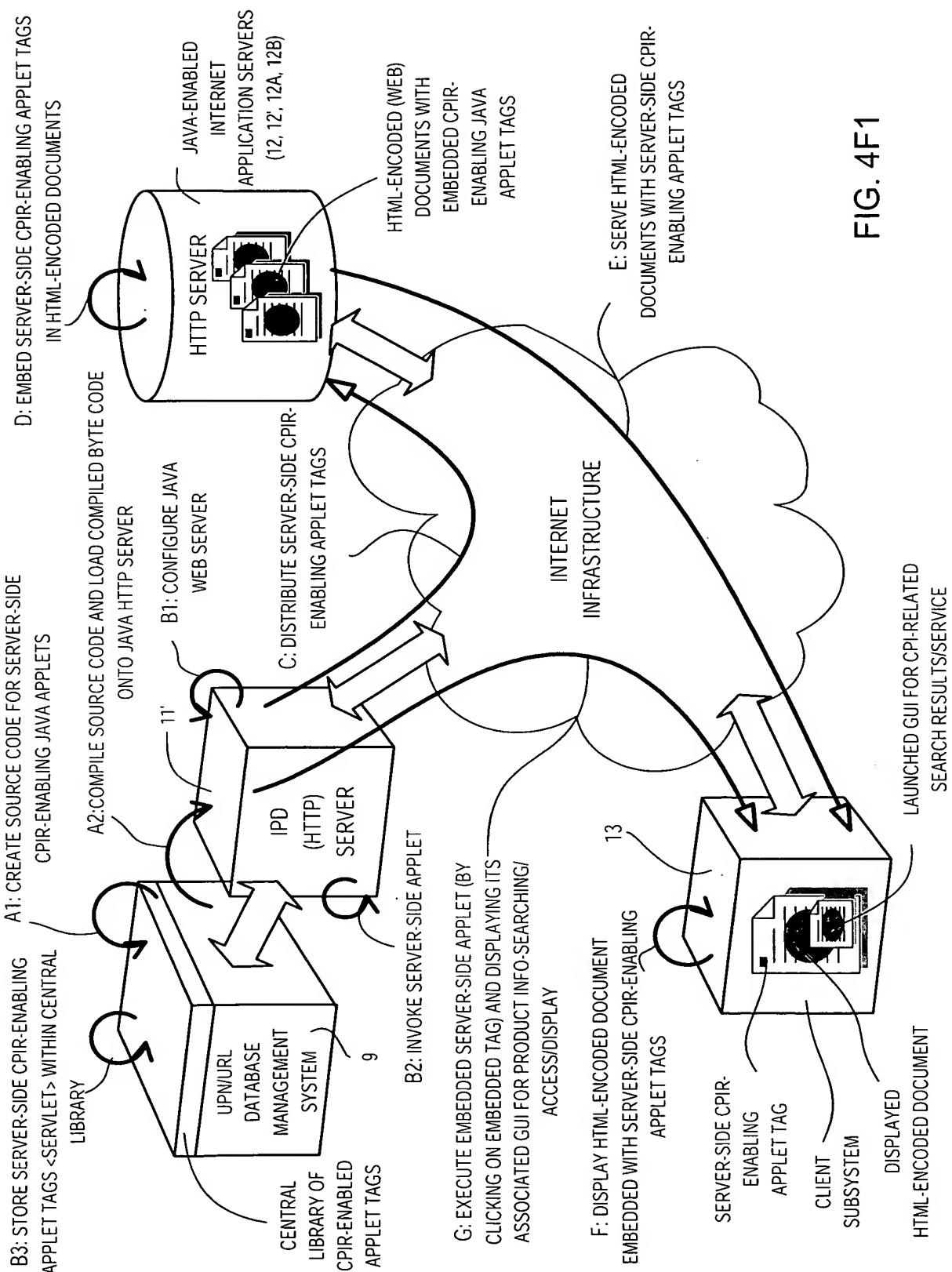


FIG. 4E2



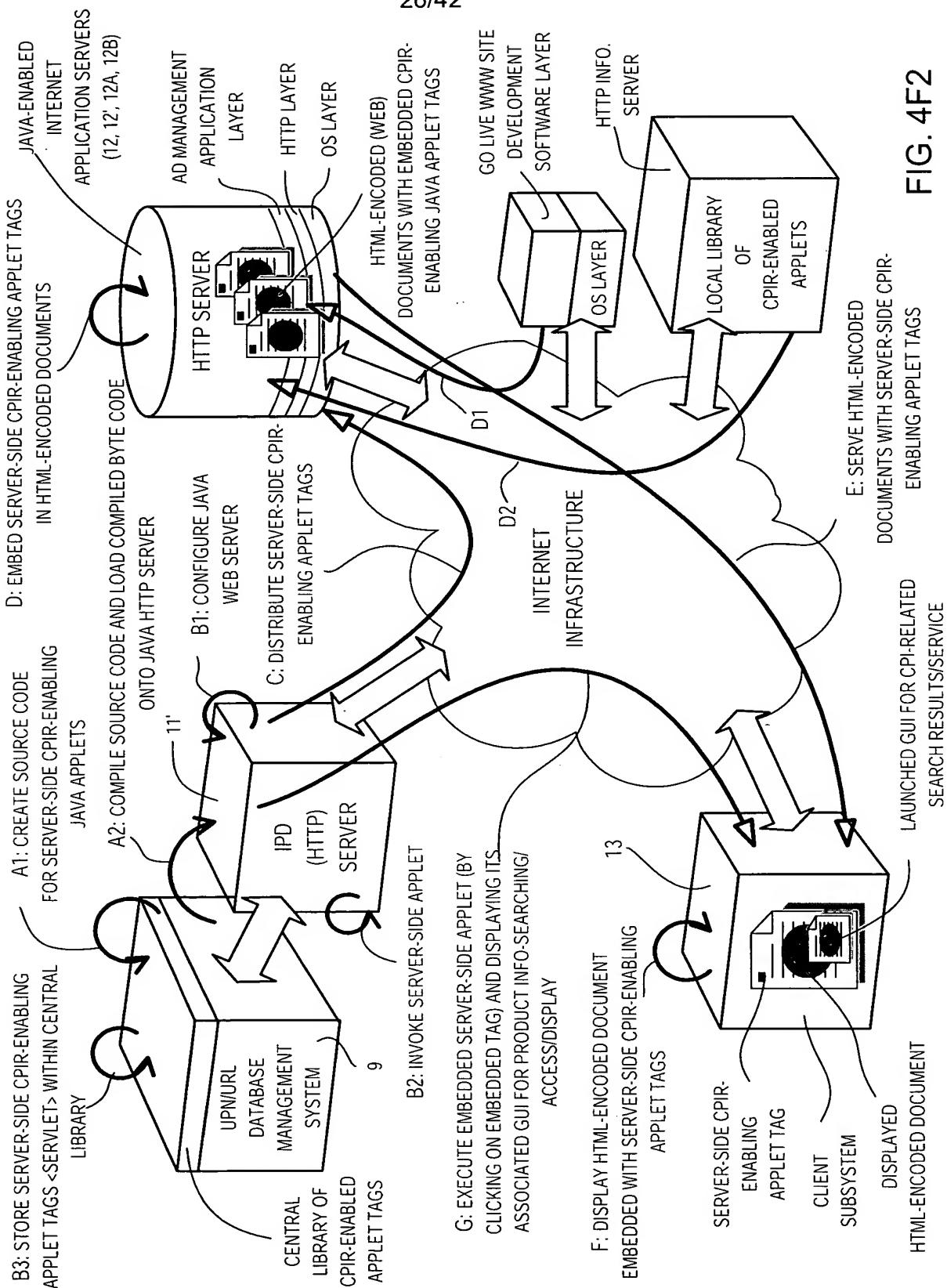


FIG. 4F2

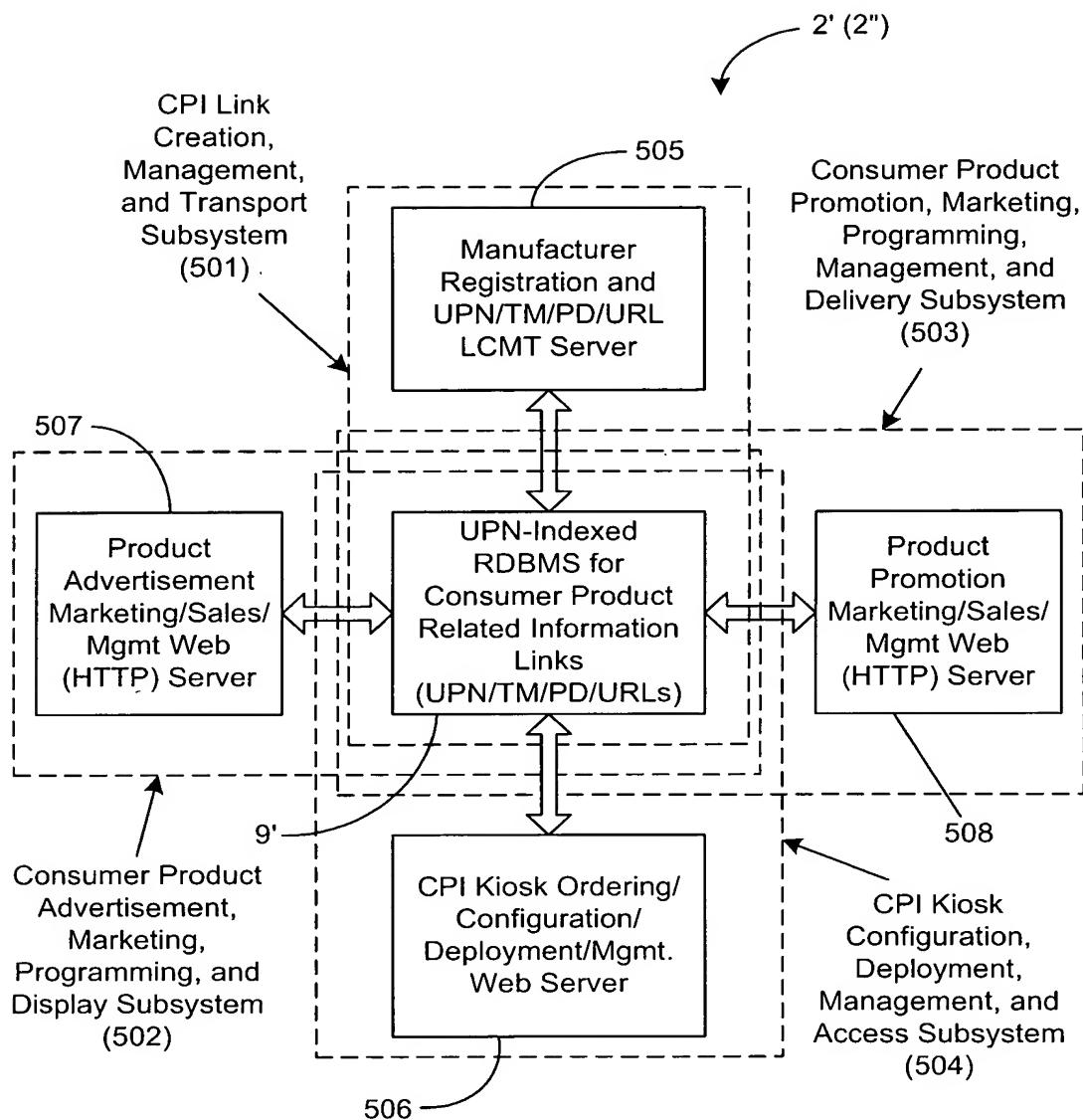


FIG. 5

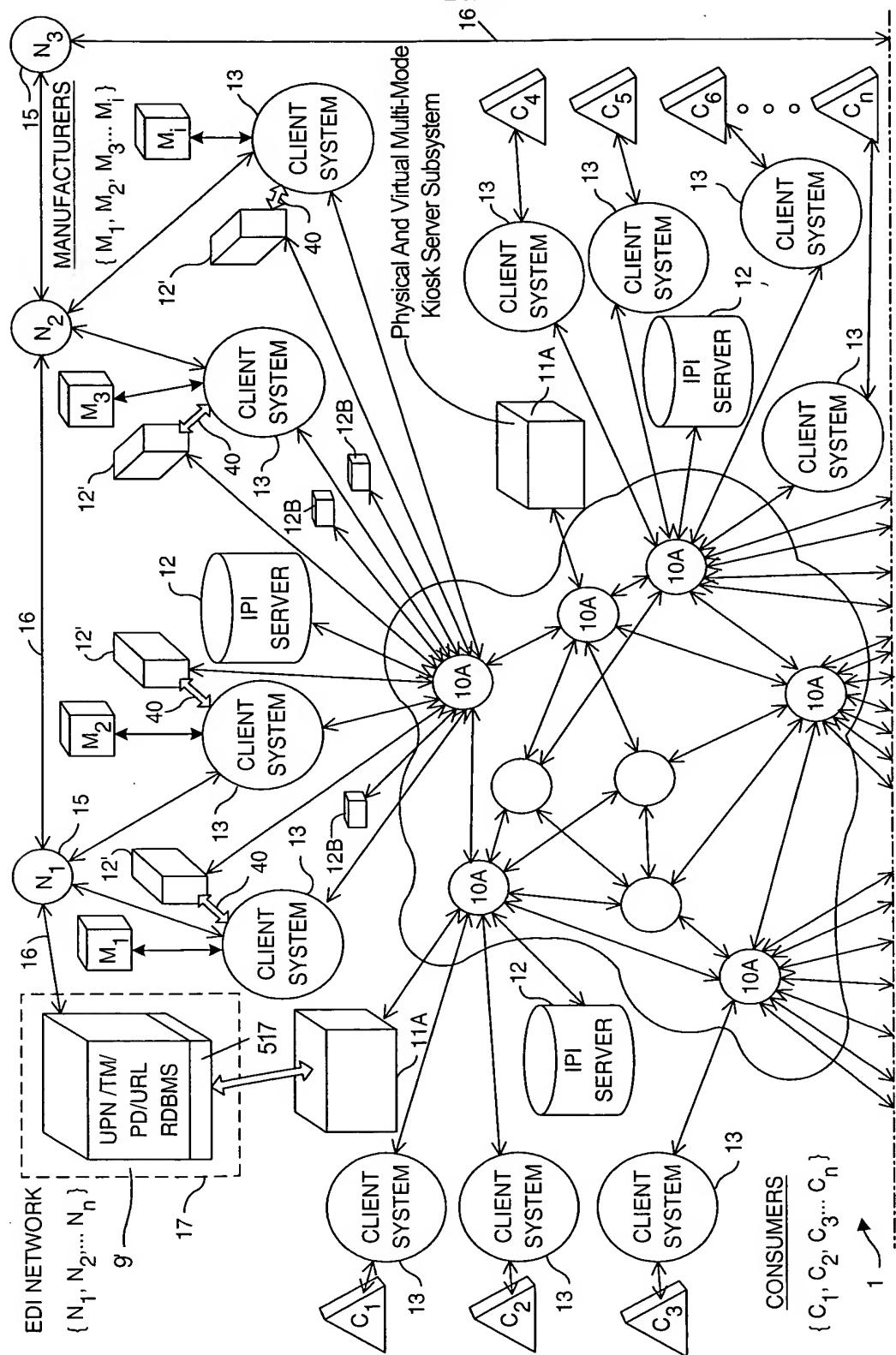


FIG. 6A1

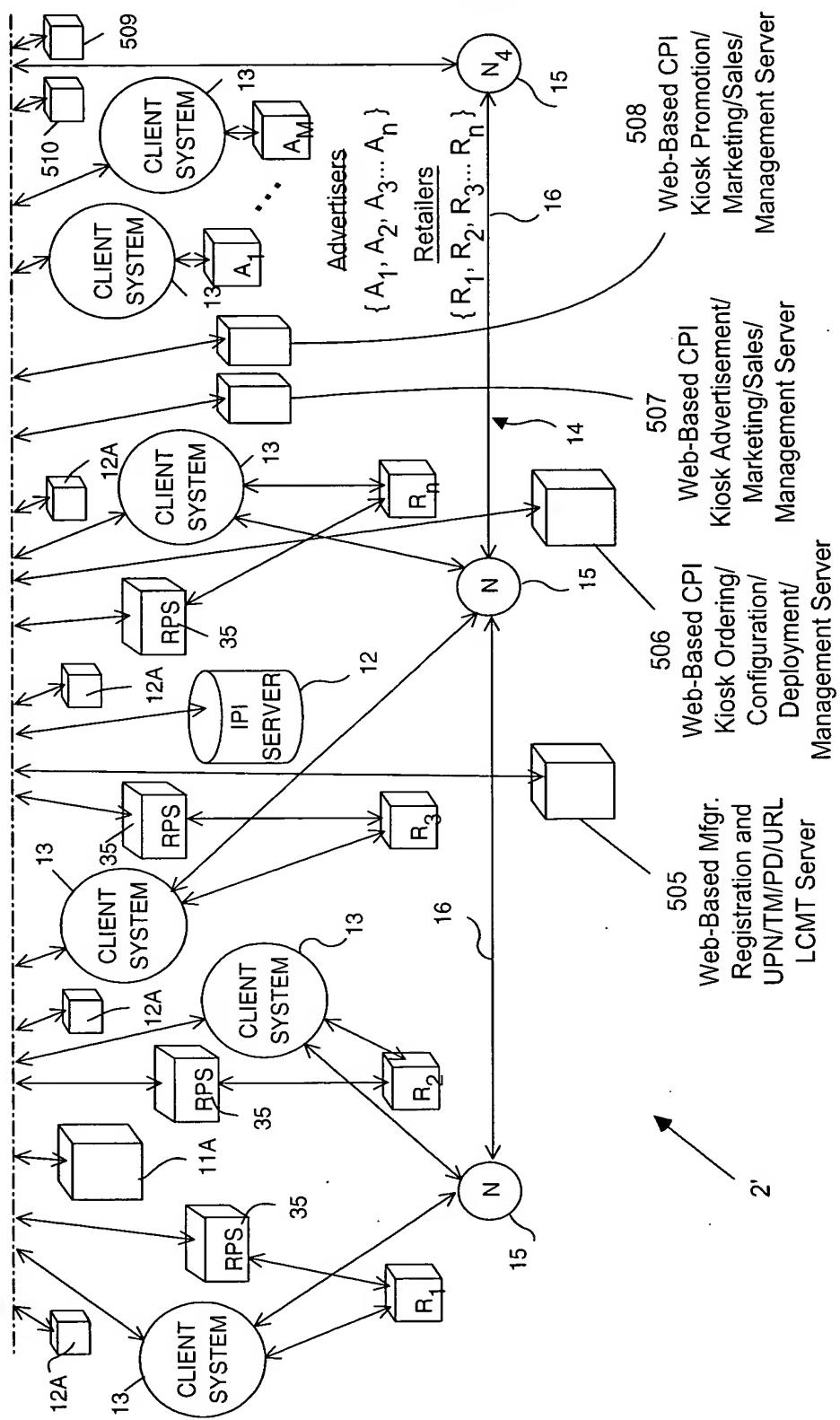


FIG. 6A2

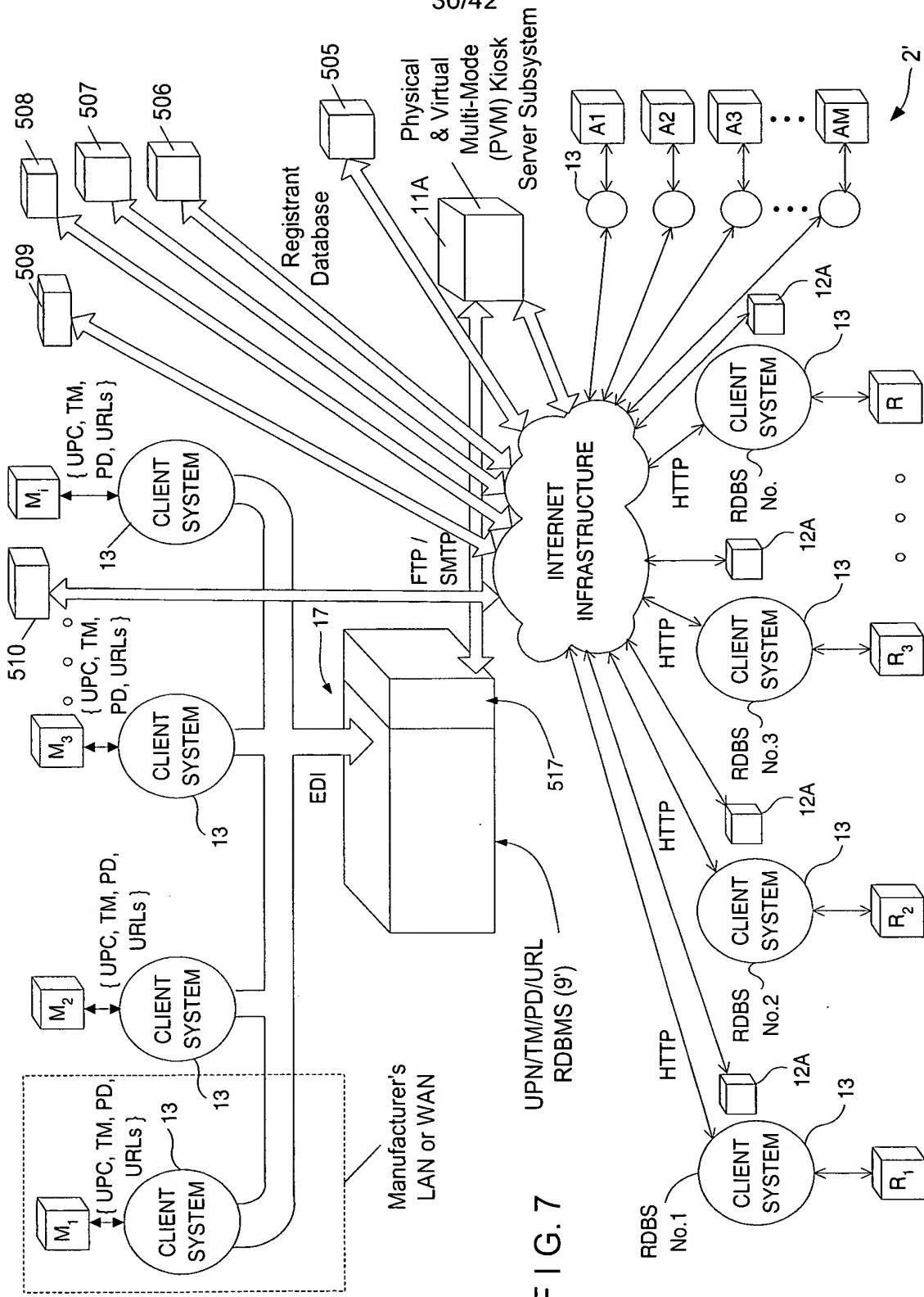
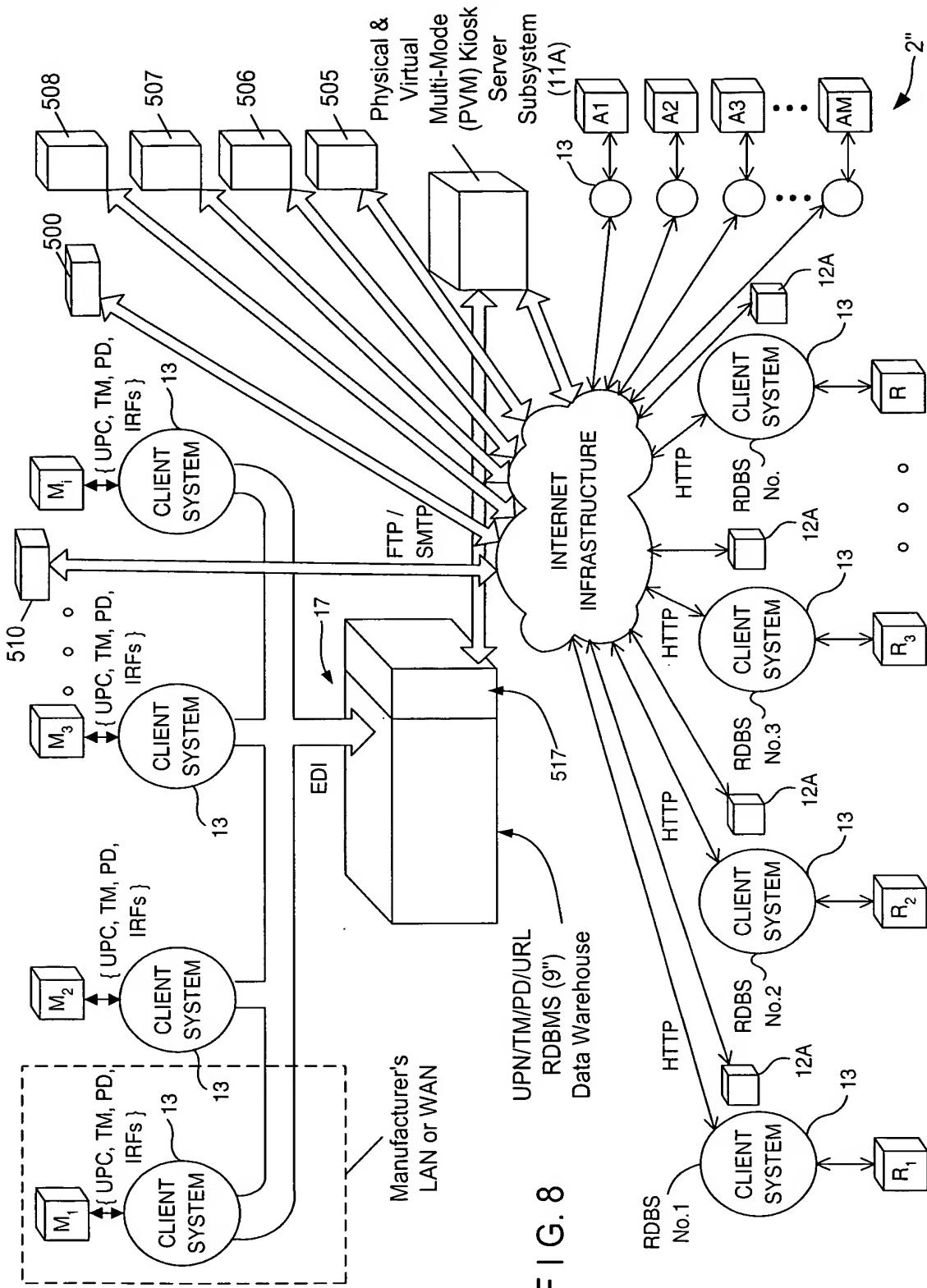
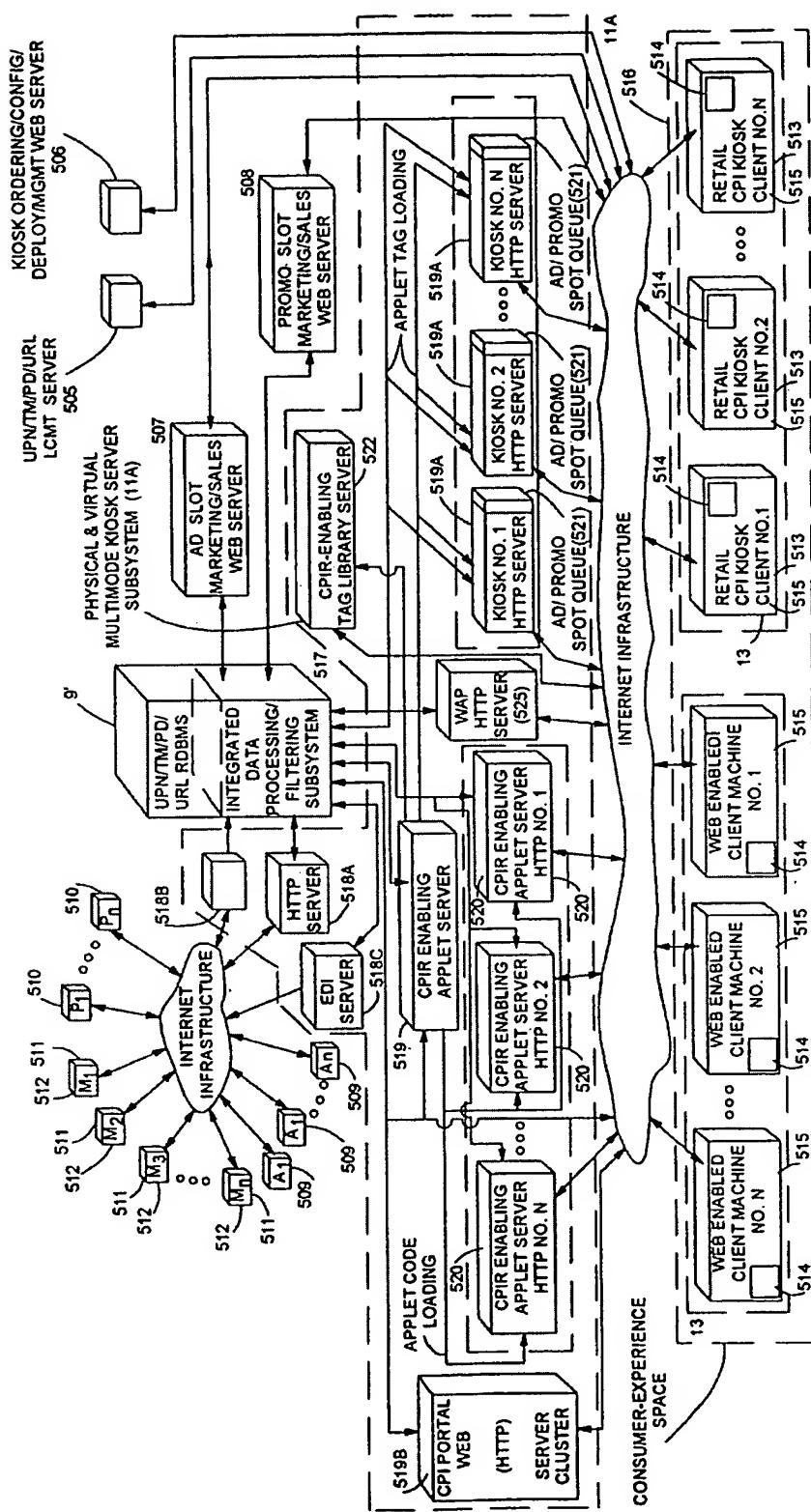


FIG. 7





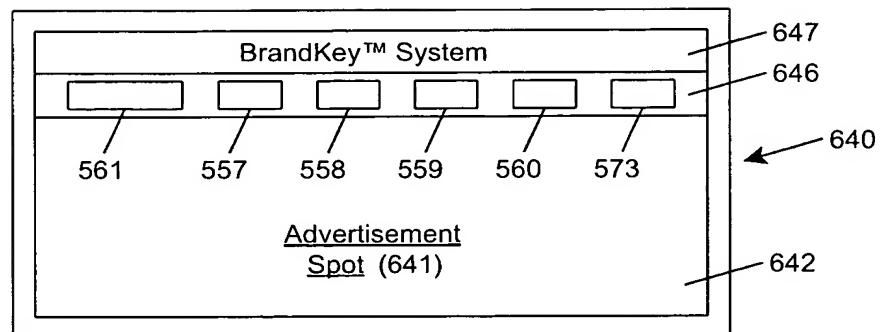


FIG. 10A

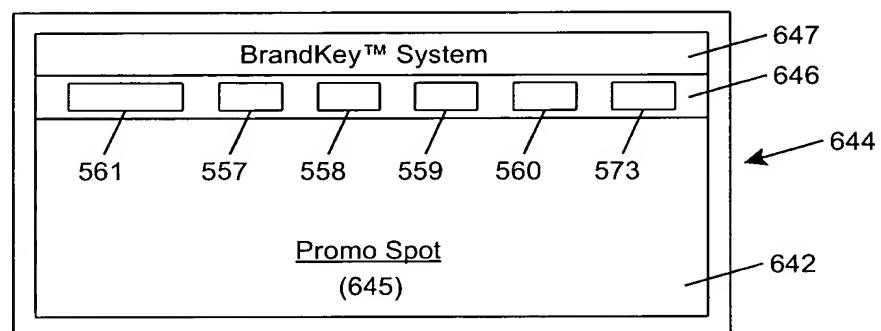


FIG. 10B

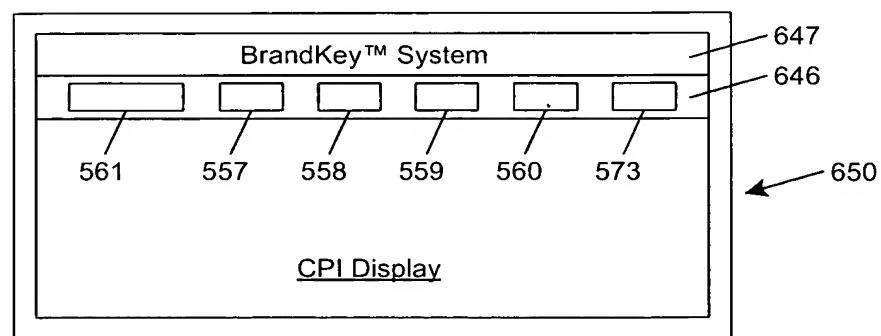


FIG. 10C

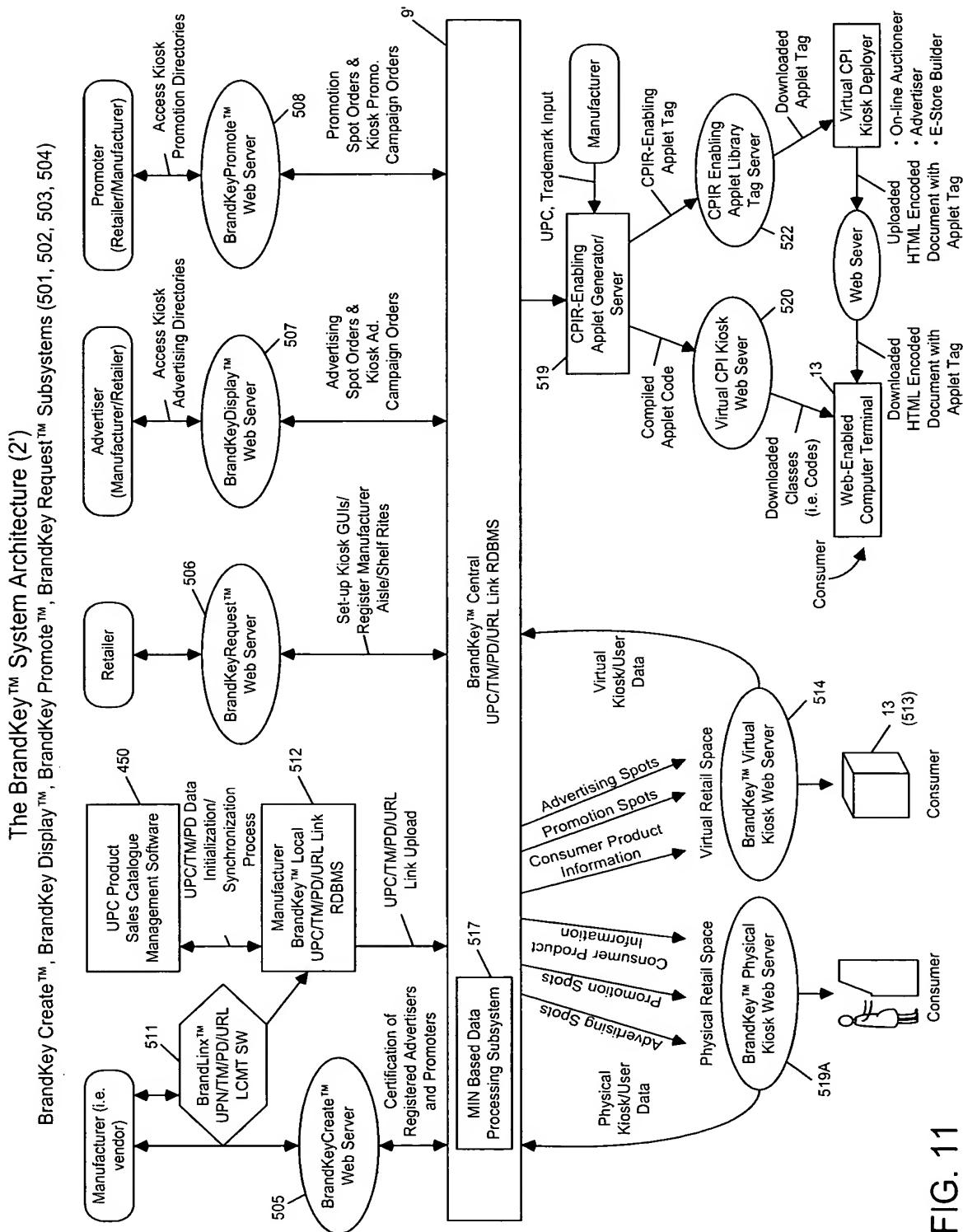


FIG. 11

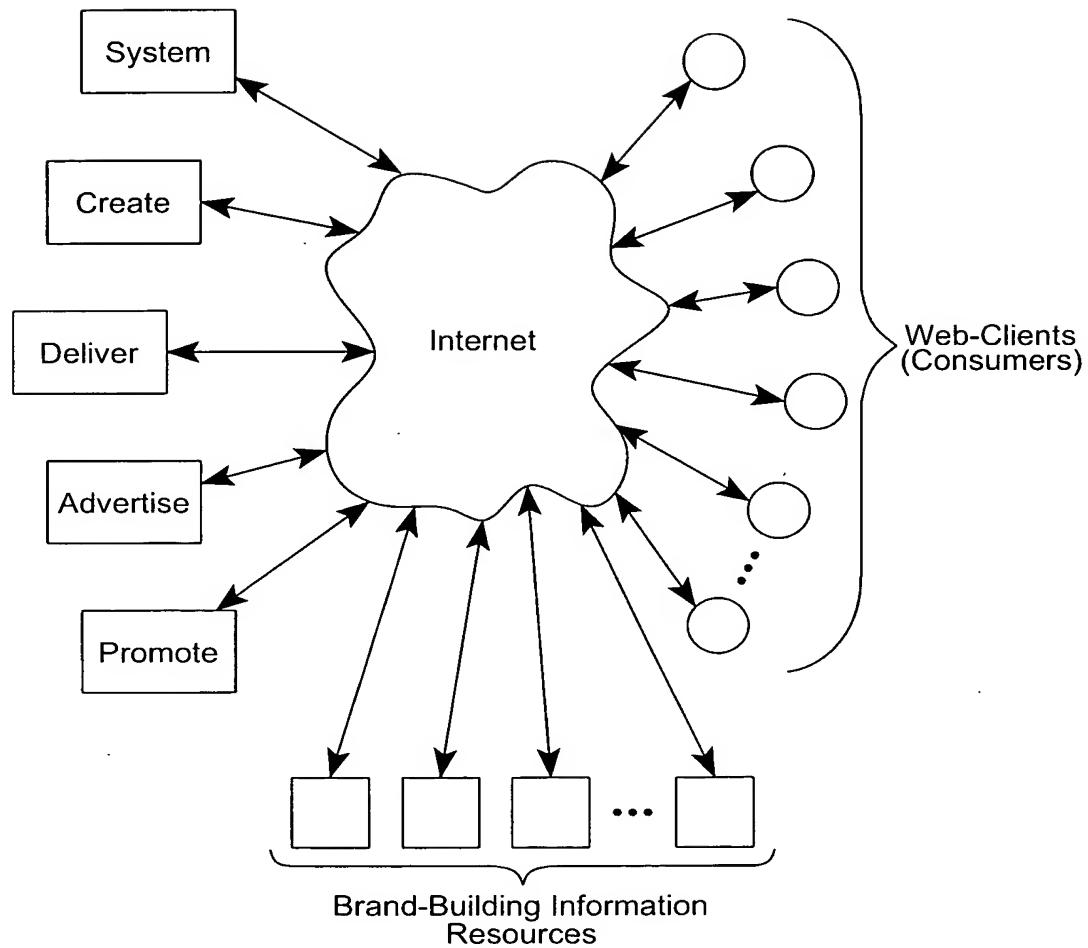


FIG. 12A

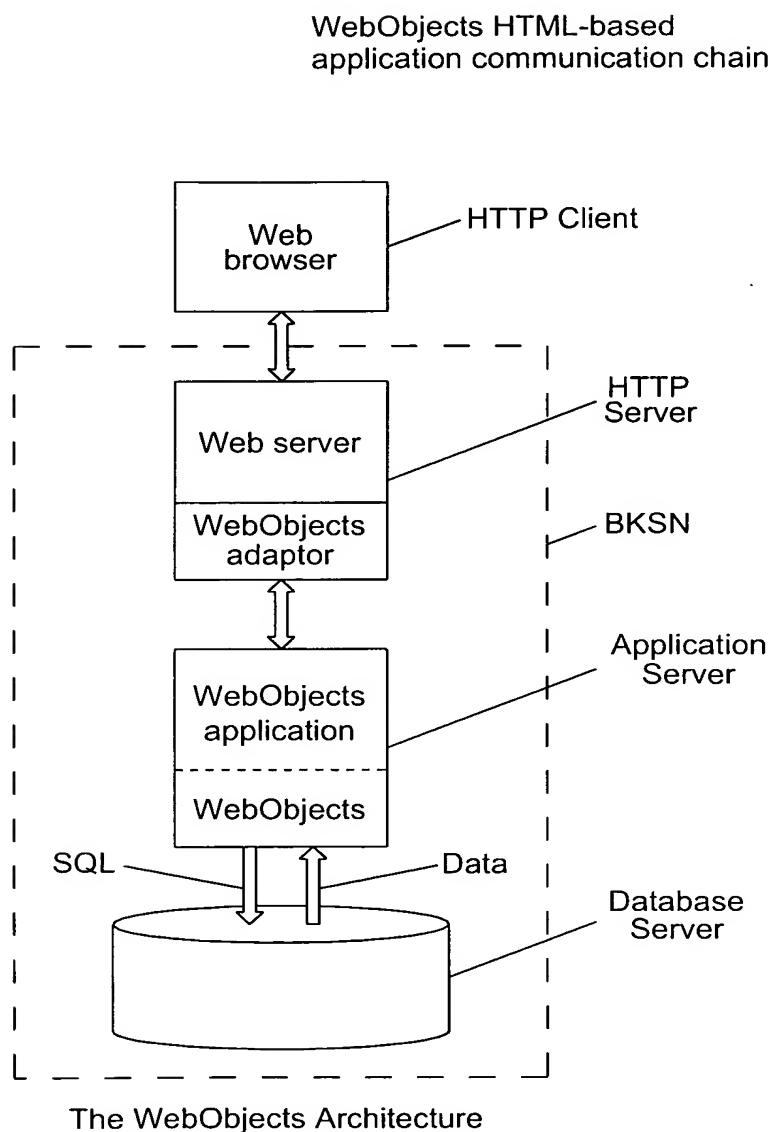
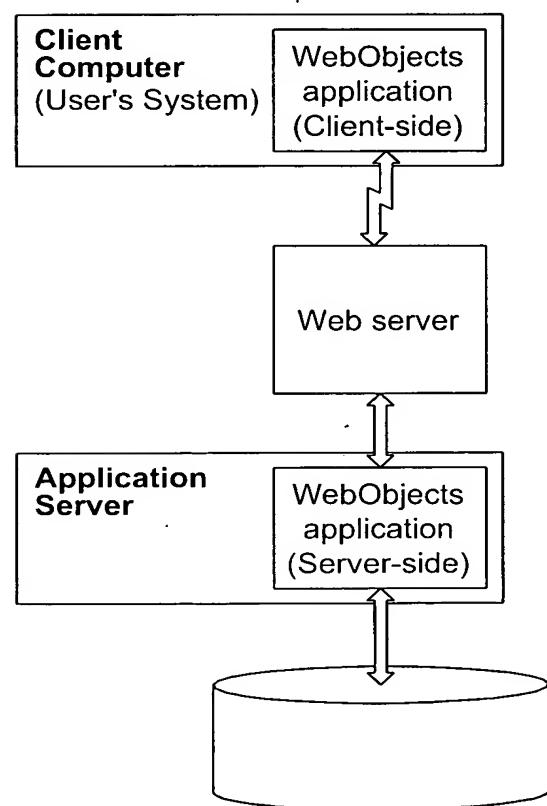


FIG. 12B

## Java Client's Distributed, Multitier Architecture



Java Client Architecture

FIG. 12C

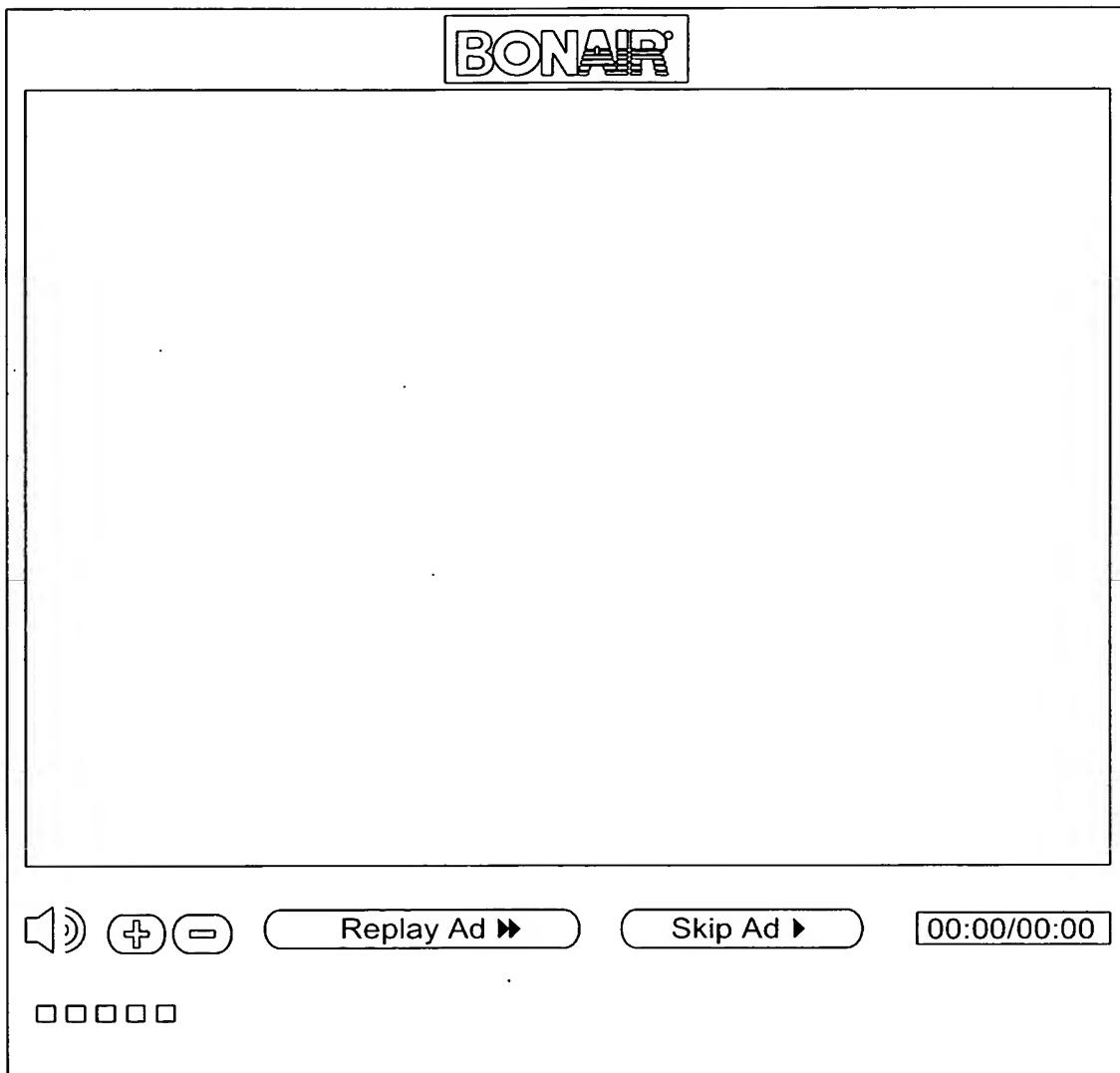


FIG. 13A



FIG. 13B

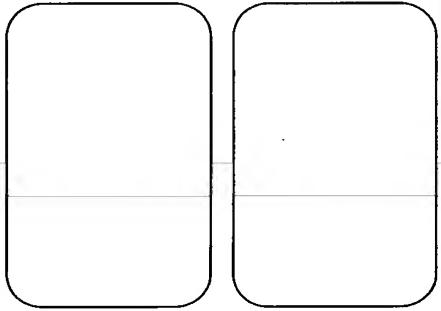
**BONAIR**

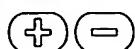
## Contest: What Bonair did for me!

Send us photos of your hairstyle before and after you used a Bonair hair care appliance and you could win a prize!



Send in your picture and win a gift!



Speaker icon  Replay Promo ► Skip Promo ► 00:00/00:00

□□□□ ▶ Mother's Day Sale... All Products 20% OFF May 2-12

FIG. 13C

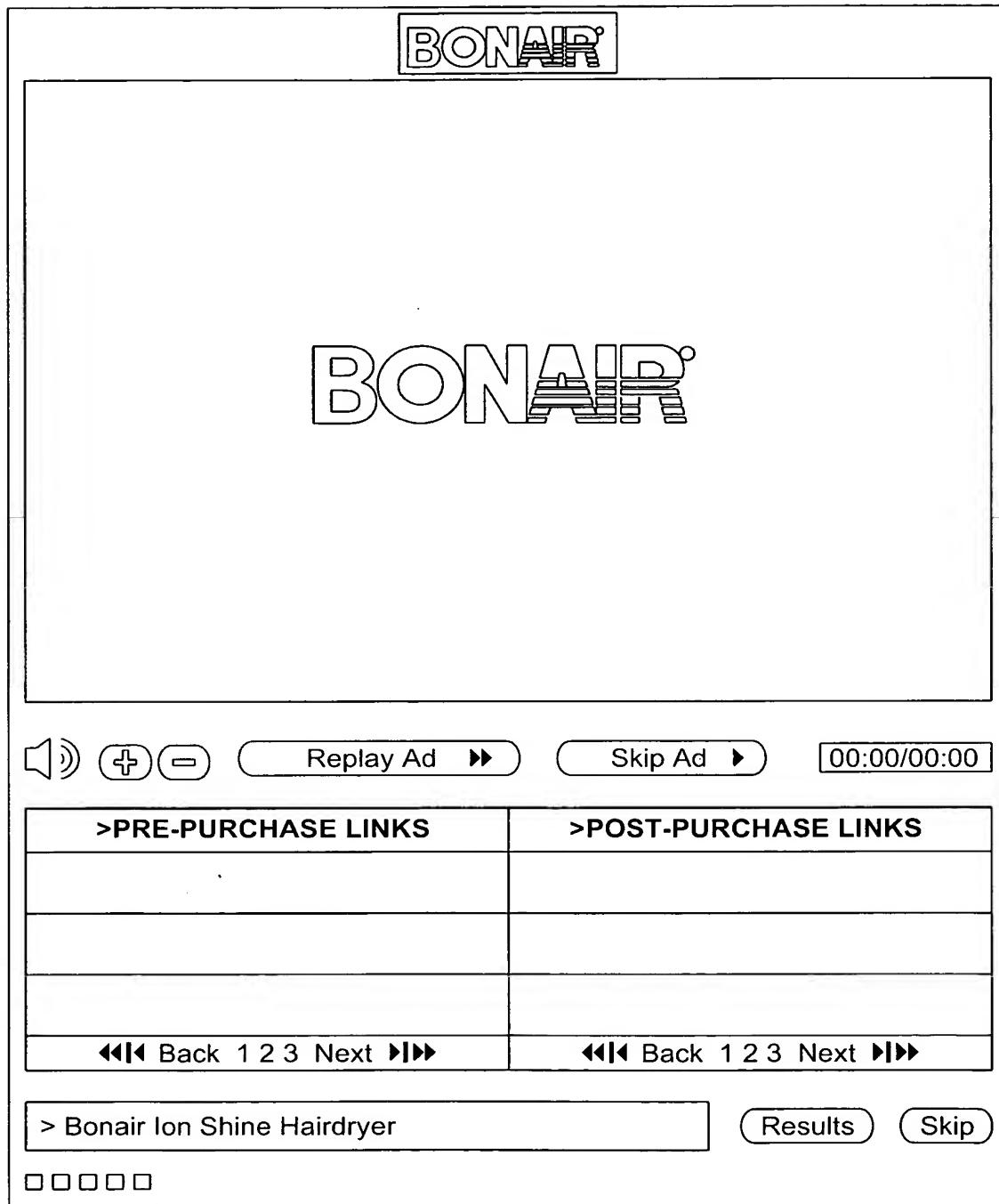
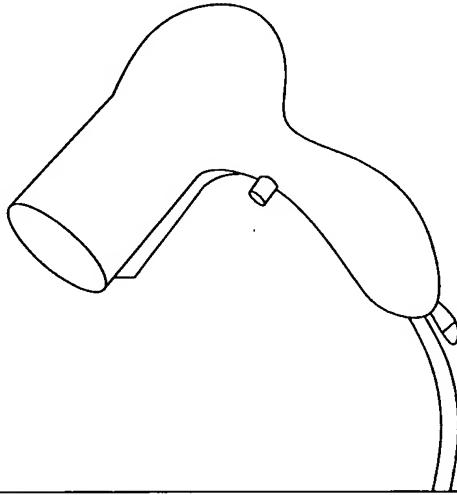


FIG. 13D

**BONAIR**

**BONAIR** PRODUCTS MARKETPLACE CUSTOMER CARE

**Ion Shine**  
Model 1234



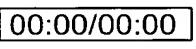
**Ion Shine Hair Dryer**  
Currently in Stock  
Typically ships within 24 hours.

Item #: BON 1234 20% OFF  
Price: \$29.99  
Promo Price: \$23.99

[Add to Cart](#) [Email a Friend](#)

**Features:**

- 2000 Watts of Drying Power
- Full Size
- Ionic Device
- Quiet Tone Motor
- 4 Heat/Speed Settings
- Cool Air Button

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>PRE-PURCHASE LINKS	>POST-PURCHASE LINKS
 Back 1 2 3 Next 	 Back 1 2 3 Next 

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FIG. 13E